

# MODERN PACKAGING



Vol. 1, No. 8

New York

April, 1928

## **A NOVELTY YESTERDAY A NECESSITY TODAY**

The growth of the folding box industry, the manufacture of cartons and containers, is one of the wonderful features of American industrial expansion.

The memory of middle aged men goes back to the time when this cleanly and convenient form of packaging was practically unknown.

Last year the use of cartons in this country reached the amazing total of more than

### **THIRTY BILLIONS**

In our plant alone it requires paper makers, artists, engravers, chemists, ink makers, multicolor printers, box fabricators, electricians, machinists, and many kinds of machinery almost human, to create these articles of every day use which have now become closely woven into the fabric of our every day life.

We have, in our model plant, hundreds of highly trained specialists working day and night with this great objective in view

### **QUALITY AND SERVICE.**

## **FORT ORANGE PAPER COMPANY**

Castleton on Hudson, N. Y.

New York

Boston



**food  
protecting  
papers**

**Protect Quality  
With Quality**

**I**T has been proven that the products that sell the best are those that stay fresh and wholesome until used by the consumer.

As a recognized leader in the production of quality food protective papers we are always glad to help in the selection of the proper paper for your products.

A complete research laboratory in the hands of expert chemists is at your disposal. There is no charge and it places you under no obligation.

**KALAMAZOO VEGETABLE PARCHMENT Co.**  
**Kalamazoo, Michigan**

# MODERN PACKAGING

For the Service of those Industries where  
Packaging is a Factor

VOLUME 1

APRIL, 1928

No. 8

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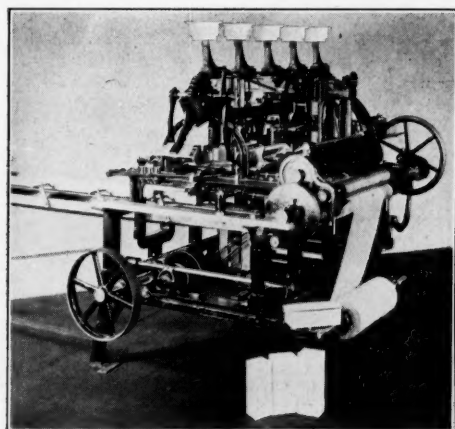
Canadian, \$3.50

Foreign, \$4.00

Single copies, 35 cents

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## This Machine is Wrapping 60 Cartons of Cigarettes Per Minute

and hermetically (heat) sealing them in  
transparent waxed paper

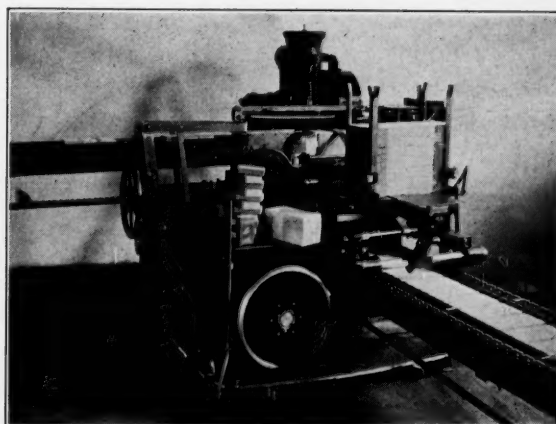
Built in two models, each adjustable to a wide range of sizes of one-piece cartons and two-piece boxes. The longitudinal seam of the wrapper may be along the narrow edge or across the bottom as preferred.

An economical and efficient way to dress up your package and at the same time preserve a uniform moisture content.

## This Machine is Cartoning 480 Packs of Smoking Tobacco Per Minute

It feeds the knock-down carton from a stack, opens it, inserts twelve 10c packs and seals both ends of the package at 40 per minute.

It is not limited to this speed and count. Other machines are operating faster on such products as 1 bottle of powder or liquid, 2 biscuits of "Shredded Wheat," 4 slabs of "Parowax," etc.



## One Brightwood Paper Box Form- ing Machine Pays for Itself Every Six Weeks—

another (making 60 sizes) has been in operation 25 years—while ten others (forming cartons) have cost less than \$30 per year each for repairs, after 13 years of service.

These facts are certified to by a disinterested engineering organization. Send for complete printed surveys, and learn how to save money on your packages.

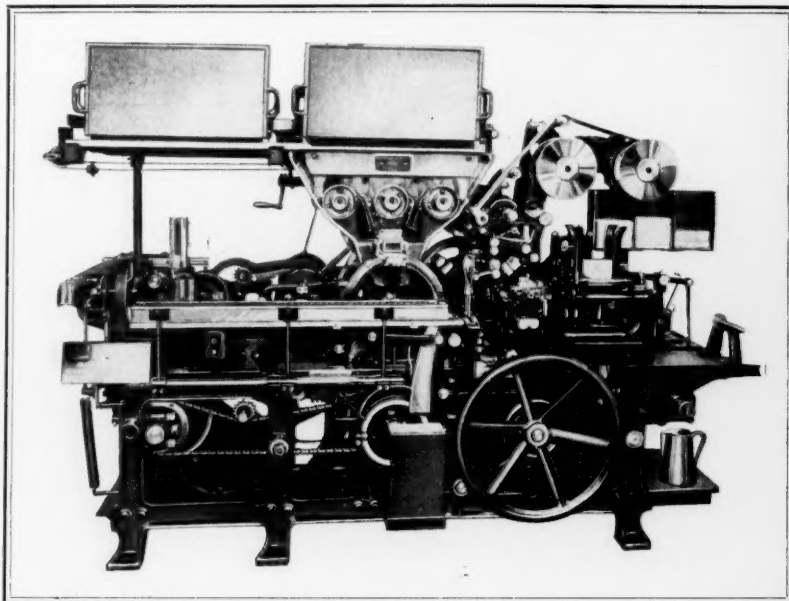
# NATIONAL PACKAGING MACHINERY CO.

Manufacturers

181 GREEN STREET, JAMAICA PLAIN, BOSTON, MASS.

# An Announcement!

**ARENCO**  
Machines  
NOW  
Available  
for YOUR  
Business



CAMEL  
LUCKY  
STRIKE  
Old Gold  
Three Castles  
HERBERT TAREYTON  
MARLBORO

(These famous brands  
are included in the  
120,000,000 cigarettes  
now packed and  
stamped every day by  
the Arenco Packer.)



INCREASED factory facilities now allow us to further expand our field of service. During the month of May our factories will place at your disposal a staff of consulting engineers who will be able to assist you in solving your packing, labeling and stamping problems.

Since its introduction a few years ago, the Arenco Cigarette Packing Machine has been approved by the largest cigarette manufacturers and is now used for packing the leading brands of America. The unrivalled success of this machine has also led to its adoption by factories in England, France, Italy, Austria, Czecho-Slovakia, Belgium, Sweden and South America. Arenco products are not confined to the tobacco industry, however, but have been pre-eminent in other fields for many years.

Manufacturers interested in increasing the efficiency of their packing, labeling and banding operations, or desiring any other special machines, are invited to communicate with this office.

**ARENCO MACHINE CO.**  
INCORPORATED

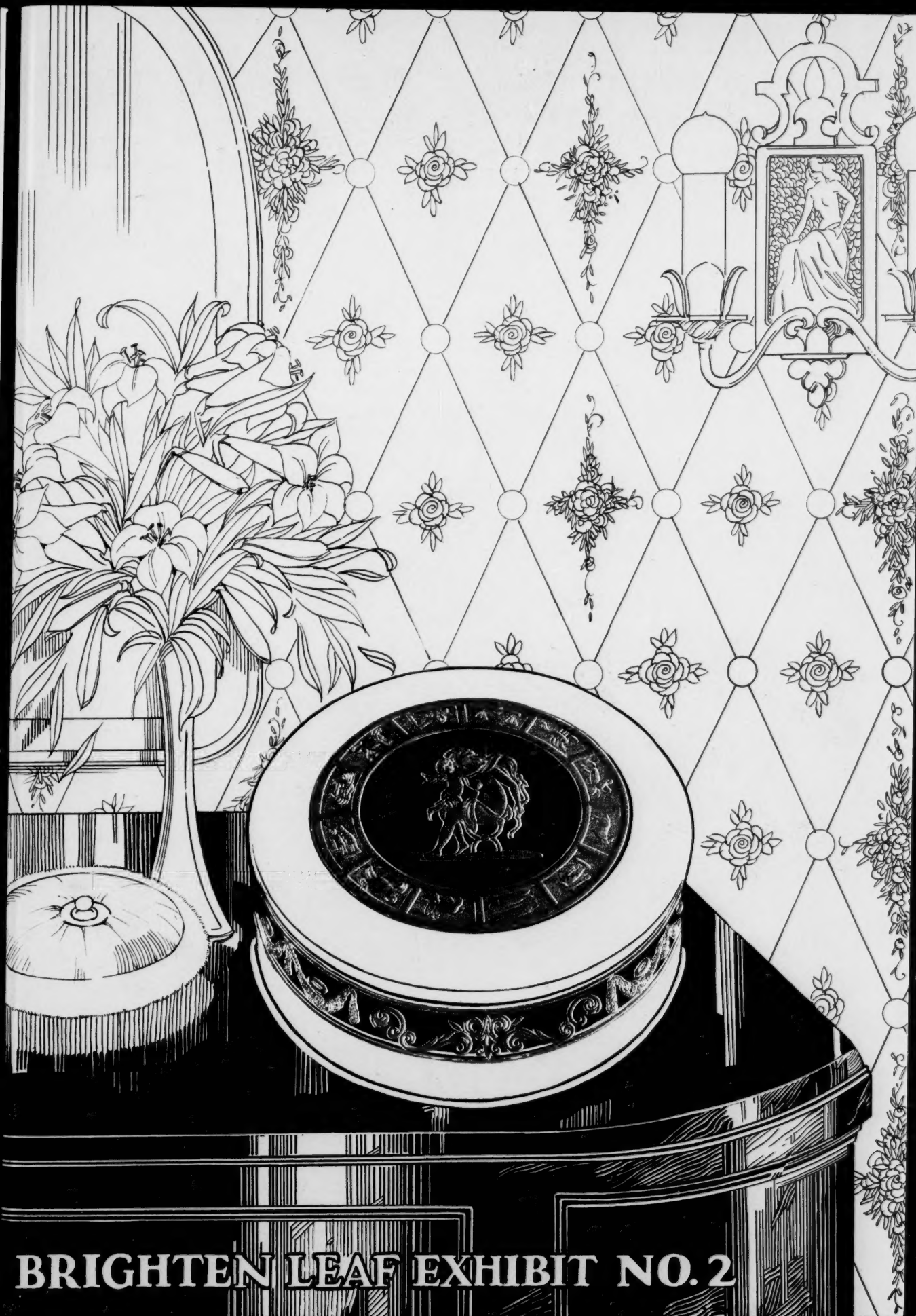
25 West 43rd Street

New York City

Telephone: Vanderbilt 5690







**BRIGHTEN LEAF EXHIBIT NO. 2**



## **“Two Colors and Gold”**

does not mean that you are getting  
Brighten Leaf Process on your  
package.

No other process will give you the  
same effects.

It's different—Investigate!

A list of regional firms who are  
using the Brighten Leaf Process will  
be printed on the May insert in  
MODERN PACKAGING.

### **The H. Griffin & Sons Co.**

Brighten Leaf Division

75-77 DUANE STREET, NEW YORK, N. Y.

CHICAGO — BOSTON

---

Paper manufactured by WHITING-PATTERSON, INC.  
Prepared by Service Department MODERN PACKAGING







## ☞ CANCO DECORATED ☞

THIS exhibit at the National Cannery Convention in Chicago was startling to many—startling because of the variety of food products packed in lithographed containers.

This is an amazing exhibit of Canco performance in the designing of lithographed containers. Canco service includes a wide field

of research to develop practical methods of promoting the greater sale of canned foods by improving their packaged appearance as well as their flavor and quality.

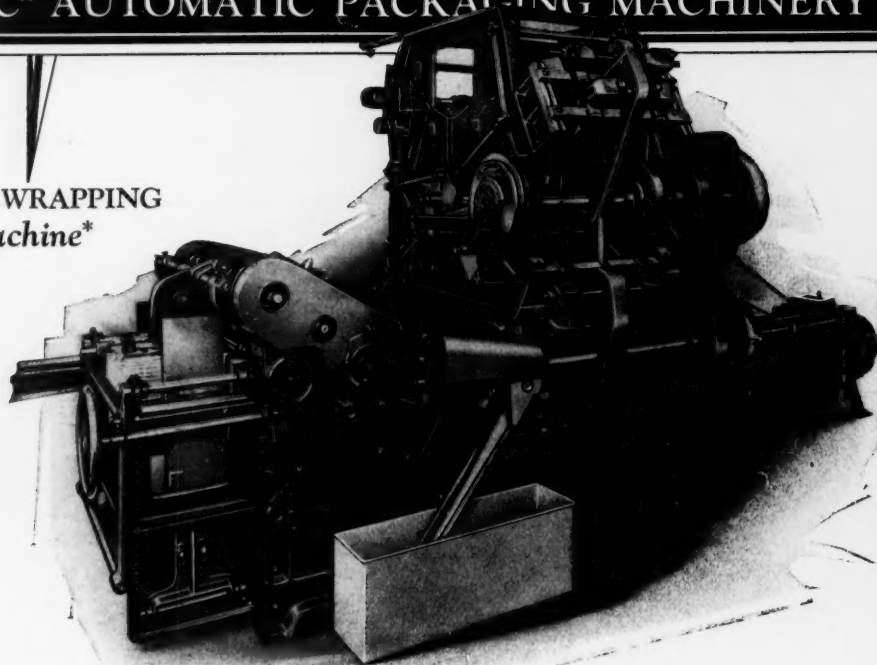
Canco service can be worth to you just about what you choose to make of it. Talk it over with a Canco representative; he will be able to give you some ideas.

# American Can Company

CONTAINERS OF TIN PLATE • BLACK IRON • GALVANIZED IRON • FIBRE  
METAL SIGNS AND DISPLAY FIXTURES



153000

*Your speed per minute with 70 units!***"PNEUMATIC" AUTOMATIC PACKAGING MACHINERY****TIGHT WRAPPING  
Machine\****\*One of the Seventy!*

## Tight Wrapped Packages are better and better looking!

**B**ETTER BECAUSE they are sealed all round with a tight wrapper that adheres closely to the inexpensive chip board shell. Better because there are no pin holes at the corners, no heavy seams to open up, no chance for bugs to enter or contents to sift out. Better because they are stronger, the shell being reinforced by the tight wrap, with the ends tucked in and sealed, an exclusive Pneumatic feature. Better because they are air and moisture resisting—an important point.

And better looking, because you print the wrapper only, in any colors and by any process. And you print *all six sides!* Each end can carry a message. You can use white or colored paper. No special die work is needed, since a rectangular shaped wrapper is used.



**You will find this Book  
new, unique and interesting**

A note from you will bring it. And we will welcome an opportunity to plan with you. Our experience as leaders in the field for 35 years may help you with some of your packaging problems.

**PNEUMATIC SCALE CORP., Ltd., NORFOLK DOWNS, MASS.**

**U. S. A.**

**NEW YORK CITY**  
26 Cortlandt Street

**SAN FRANCISCO**  
320 Market Street

**CHICAGO**  
360 N. Michigan Ave.

**MELBOURNE**  
N. S. W.

**LONDON,  
ENGLAND**









WRAPPERS, BOX TOPS, BANDS  
BANDVELOPES, ETC. for all lines.  
Samples sent on request.

L. A. LIEBS COMPANY  
216 Broadway Street, New York, N. Y.



WILLIS  
active  
engine

COMPANY, Inc.

Street, NEW YORK

An Extensive Assortment of Designs  
and Plates ready for immediate use.  
Complete Holiday





Original Plant of The Paterson Parchment Paper Co.,  
and the Birthplace of the Vegetable Parchment  
Industry in America—Paterson, N. J., 1885.

1885

## Where the Vegetable Parchment Industry Originated — and how it grew —

1928

**T**HE plant where Vegetable Parchment was first produced in America (1885) was the modest early home of the Paterson Parchment Paper Co. in Paterson, N. J. It used to be called the "Old Gun Mill" because the first "Colts" had been made in that building.

There, in spite of skeptical critics, 6000 lbs. of Vegetable Parchment were produced and sold in the first year. This amounts to less than one hour's run today!

Vegetable Parchment was first looked upon as a novelty. However, keen producers soon realized its value as a protective wrapper for food products. Among the first to use it liberally were the cracker manufacturers. Then, in the early nineties, the butter makers and meat packers discovered its unique value to them. And through the use of Vegetable Parchment, they practically revolutionized the marketing methods of their industries.

Other makers of food soon learned how to protect their cherished products with this remarkable new wrapper. Ice cream manufacturers, milk shippers, cheese makers, produce men, florists, fish merchants, and finally, the housewives themselves—all in turn found a unique way in which Vegetable Parchment could serve in protecting the health of the American people.

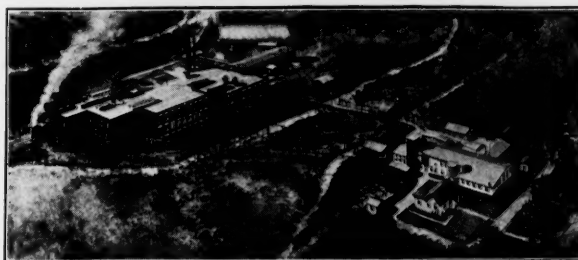
Thus the industry grew.

To carry its share in this work of genuine public welfare the Paterson Parchment Paper Company today requires the combined services of three great operating units in Passaic, N. J., Modena, Pa. and Edgely, Pa. These completely equipped factories cover 700,000 square feet of floor space, and house the most modern and up-to-date machinery. And back of these machines you will find a corps of loyal, faithful people—alert, intelligent, scrupulously jealous of the industry which they have founded and carried on for over forty years.

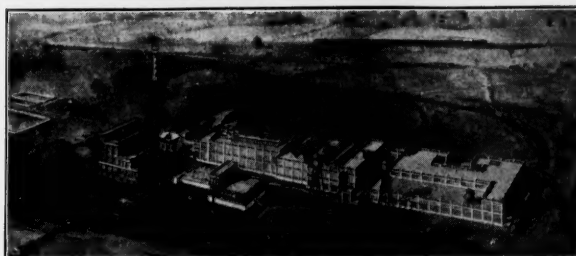
All business executives are cordially invited to employ the services of our laboratory in working out their individual problems—wholly at our expense.



The Paterson Parchment Paper Co. General Headquarters,  
Parchmentizing and Printing Plant, Passaic, New Jersey.



The Paterson Parchment Paper Co.  
Megargee Mill No. 1 at Modena, Penna.



The Paterson Parchment Paper Co.  
Megargee Mill No. 2 at Edgely, Penna.

# The Paterson Parchment Paper Company

*Original Makers of Genuine Vegetable Parchment*

PASSAIC, NEW JERSEY

Chicago

San Francisco





## Nine Million Fibre Cases

of canned Pineapple are packed annually  
in the Hawaiian Islands

This entire pack is sealed on Standard Automatic Top and Bottom Sealing Machines. The illustration shows an installation in the plant of the Hawaiian Pineapple Company which is turning out *1200 perfectly sealed* solid fibre cases per hour without the aid of any labor whatsoever.

*Write our Engineering Department  
if you have a sealing problem.*

MAILER SEARLES, INC.  
135 Fremont St.  
San Francisco, Cal.

JOHN S. WILLARD & SON  
306 E. 4th St.  
Los Angeles, Cal.

# Standard

SEALING EQUIPMENT CORPORATION

CHICAGO, ILL.  
200 West Washington St.

LONDON, ENGLAND  
C. S. Dumont, Windsor House  
Victoria Street, S. W. I.

Rawson Street and Queen's Blvd., LONG ISLAND, CITY, N. Y.





Eastman Kodak  
Stores, Inc.

EVERYTHING  
PHOTOGRAPHIC

Eastman  
Stores



Eastman Kodak  
Stores, Inc.

EVERYTHING  
PHOTOGRAPHIC



## THIS IS A SAMPLE OF ADWRAP

the new advertising wrapping paper that is so effective from an advertising standpoint that your wrapping paper costs you nothing.

If every purchaser of your products carries a package that people look at, and if the unknown number of eyes telegraph to their brains, this message:- *"I guess I'll drop in to that store and see what they have"* what would it be worth to you?

You can't answer that and neither can we, but, it would be worth more than the postal card or hand bill that is supposed to advertise your products, wouldn't it?

We have a distributor in your town. Wouldn't you like to know more about ADWRAP?

Write us and we will see that you get complete information.

**The Pacific Northwest Paper Mills, Inc.**

287 East Farragut Street

Portland, Oregon

Manufacturers for the Pacific and Atlantic Coasts

**The Middle States Paper Mills, Inc.**

1613 Carroll Avenue

Chicago, Ill.

Manufacturers for the Central States





and  
PRINT  
PO

u  
CO-N  
ST TAB  
MAP  
ST FO

*from*  
**Razor Blades**  
*to Butter* , ,  
*packed by*  
**Redington Machines**

The examples shown here and on the following pages indicate the wide variety of packaging operations being performed by Redington Machines—accurately, economically, and at high speeds.

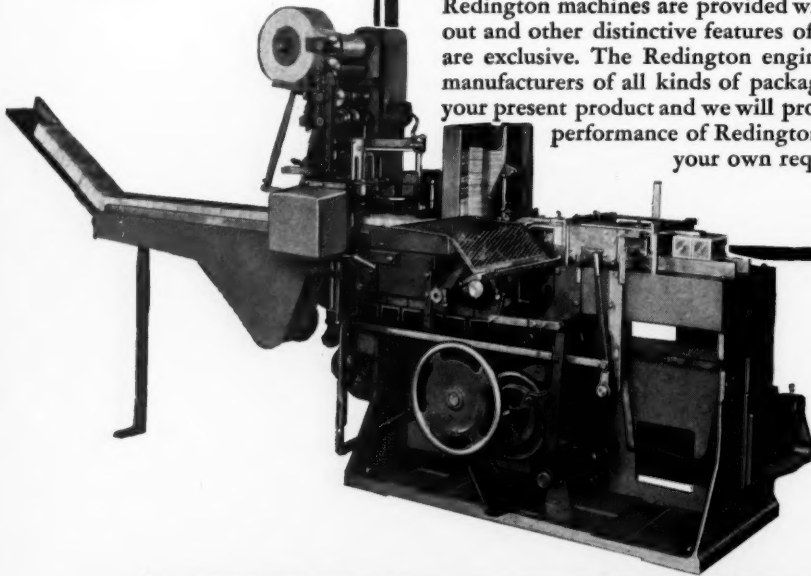
The Redington machines illustrated on this page are all built for standard packaging operations. Each installation, however, was designed to fit the particular requirements of the user, a feature of the Redington engineering service which insures smooth, faultless operation and the utmost in economy.

All of the installations shown here have established records of performance in day by day work under actual operating conditions that are considerably in advance of the capacities guaranteed at the time of installation. In addition to the economies produced by consistent high speed operation and the small amount of attendance required these Redington machines are maintaining an accuracy and high quality in these operations which is particularly desirable in the packaging of high grade products.

Redington machines are adaptable to a wide variety of operations which are required in the packaging of products shown here. They can be furnished to wrap bottles of all kinds, to insert practically anything in cartons [except where weighing or measuring operations are required]. They can be built to include printed inserts [folded by the machine]. Two or more products can be put in the same package as in the case of chewing gum packages or a rubber heel package in which a certain specific number of nails are included.

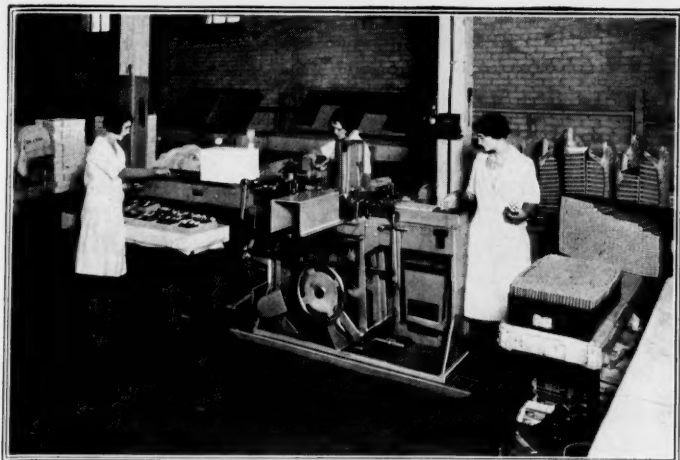
Redington machines are provided with the Redington Safety Throw-out and other distinctive features of design and manufacture which are exclusive. The Redington engineering staff is at the service of manufacturers of all kinds of packaged goods. Send us a sample of your present product and we will provide definite information on the performance of Redington machines adapted to your own requirements.

"Gulfwax" is completely packaged in 1# units on this Redington machine. Paper from the roll which will be seen at the top of the machine is cut to size, inserted between the slabs of paraffin, cartons are fed from a magazine, formed, four slabs inserted in each carton and the cartons closed by tucking the end flaps.



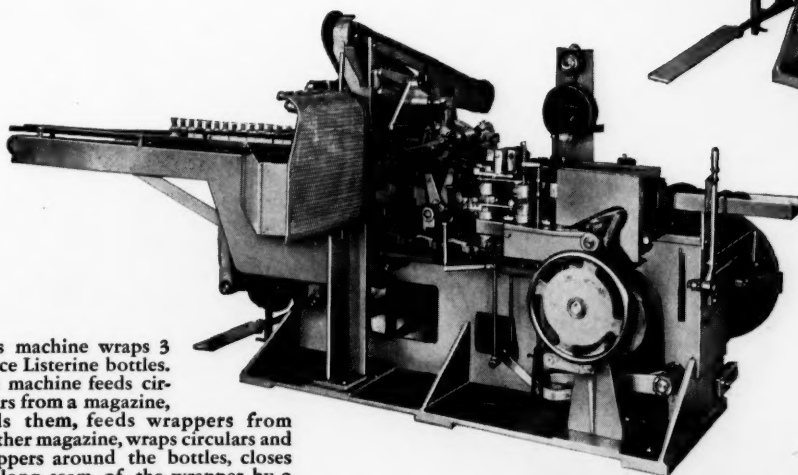
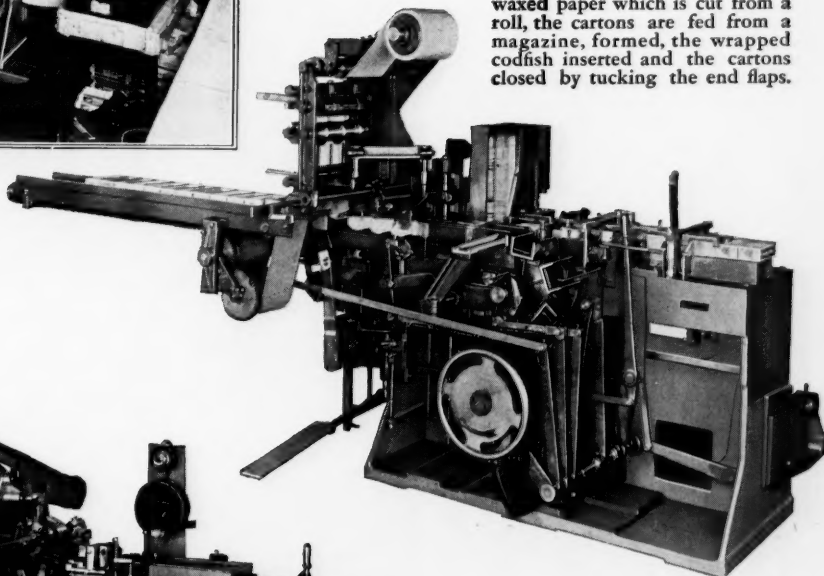
Redington cartoning machines wrapping and cartoning Jap Rose Soap in the plant of the James S. Kirk & Co. Fast, accurate production is easily maintained in the following operation: cut wax paper wrapper from a roll, wrap the bar of soap, feed printed insert, form carton, insert wrapped bar with insert glued to the outside of the wrapper, close carton by tucking the end flaps.





One pound packages of Gorton's Codfish are produced by this Redington machine. Prints of codfish are pressed to size, wrapped with waxed paper which is cut from a roll, the cartons are fed from a magazine, formed, the wrapped codfish inserted and the cartons closed by tucking the end flaps.

Dr. West's Tooth brushes are cartoned economically with the following operation: feed glassine paper wrapper, wrap the tooth brush, seal the wrapper, feed and form cartons, insert the wrapped brushes and close the cartons by tucking the end flaps.



This machine wraps 3 ounce Listerine bottles. The machine feeds circulars from a magazine, folds them, feeds wrappers from another magazine, wraps circulars and wrappers around the bottles, closes the long seam of the wrapper by a folded edge, places a corkscrew at the neck of the bottle, folds both top and bottom of the wrappers and seals both top and bottom of the wrappers with sealing wax.

Half pound packages of Red Cross Macaroni and Spaghetti are packed on these machines in the plant of John B. Canepa Co. with the following operations: Cartons are fed and formed, macaroni inserted and the cartons closed by gluing the end flaps. In this installation higher production is now obtained with less than one-third the labor formerly required.

*Would it help you to have a count of packages for the day's run as soon as the machine stops running?*

An accurate count of production without calculations or other difficulties is always provided by the Redington Model A counters. Their cost is surprisingly small and they are built especially for accurate, dependable operation and for long life. Send for descriptive bulletins.



## F. B. Redington Co.

Established 1897

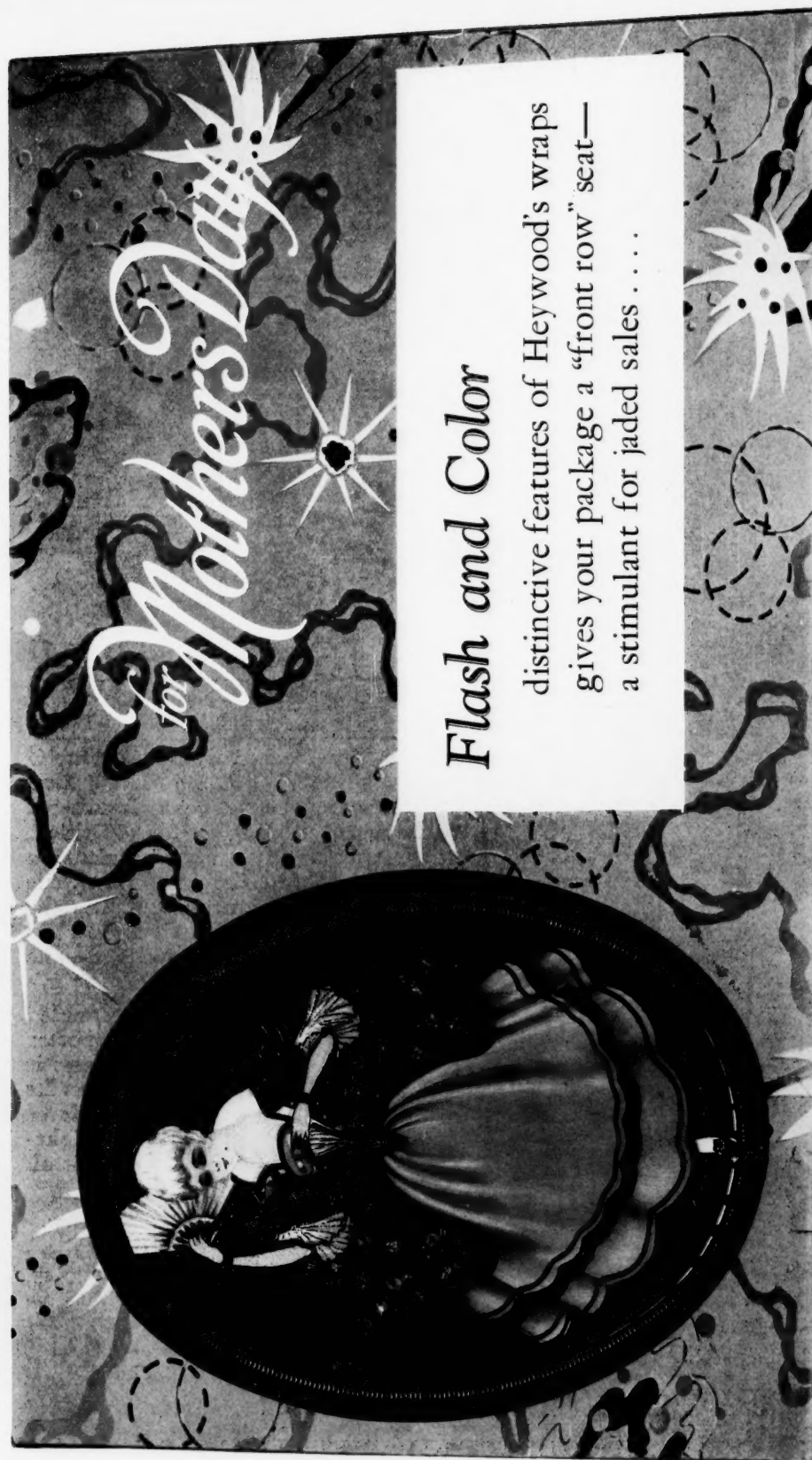
*Cartoning • Packaging • Wrapping • Labeling Machines*

110-112 South Sangamon Street • Chicago, U. S. A.

M.P. 4—Gray







## Flash and Color

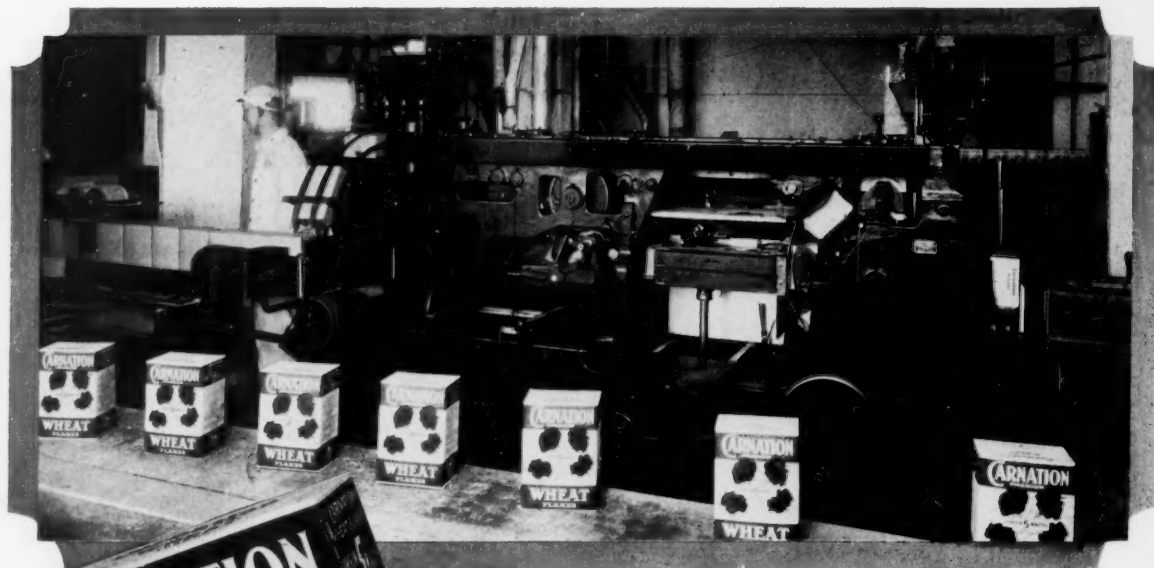
distinctive features of Heywood's wraps  
gives your package a "front row" seat—  
a stimulant for jaded sales . . .

WRAPS BANDS CUTOUTS INSERTS

**R.R. HEYWOOD CO., Inc.**

COLOR LITHOGRAPHERS

NINTH AVE. AT 26th ST. NEW YORK, N.Y.



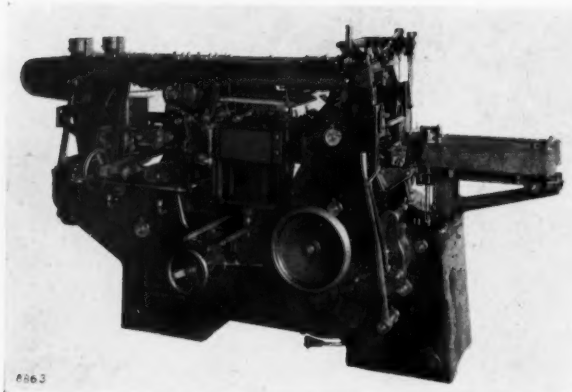
## “A Package of Unusual Size”

At the plant of the Albers Bros. Milling Co., San Francisco, Cal., *Stokes & Smith Tight Wrapping Equipment* performs an unusual job. It takes a package 10" high, 4" wide, 4" thick, weighing 2 lbs. 8 oz. net, containing a china plate and tight wraps it at the rate of 60 per minute. It applies the wrap uniformly and tightly and makes a distinctive looking package—one sure to “catch the eye” of the buyer.

Tight-wrapped packages have enabled many companies to obtain a better quality of product. In many cases it has solved merchandising problems. Its efficacy is attested to by hundreds of companies who have tried S & S Tight-Wrapping equipment and found it all that we claim for it.

*Confer with us on any packaging problem.*

We Manufacture a Complete Line of Packaging Machines—Filling—Sealing—Tight Wrapping



# STOKES & SMITH COMPANY

## PACKAGING MACHINERY

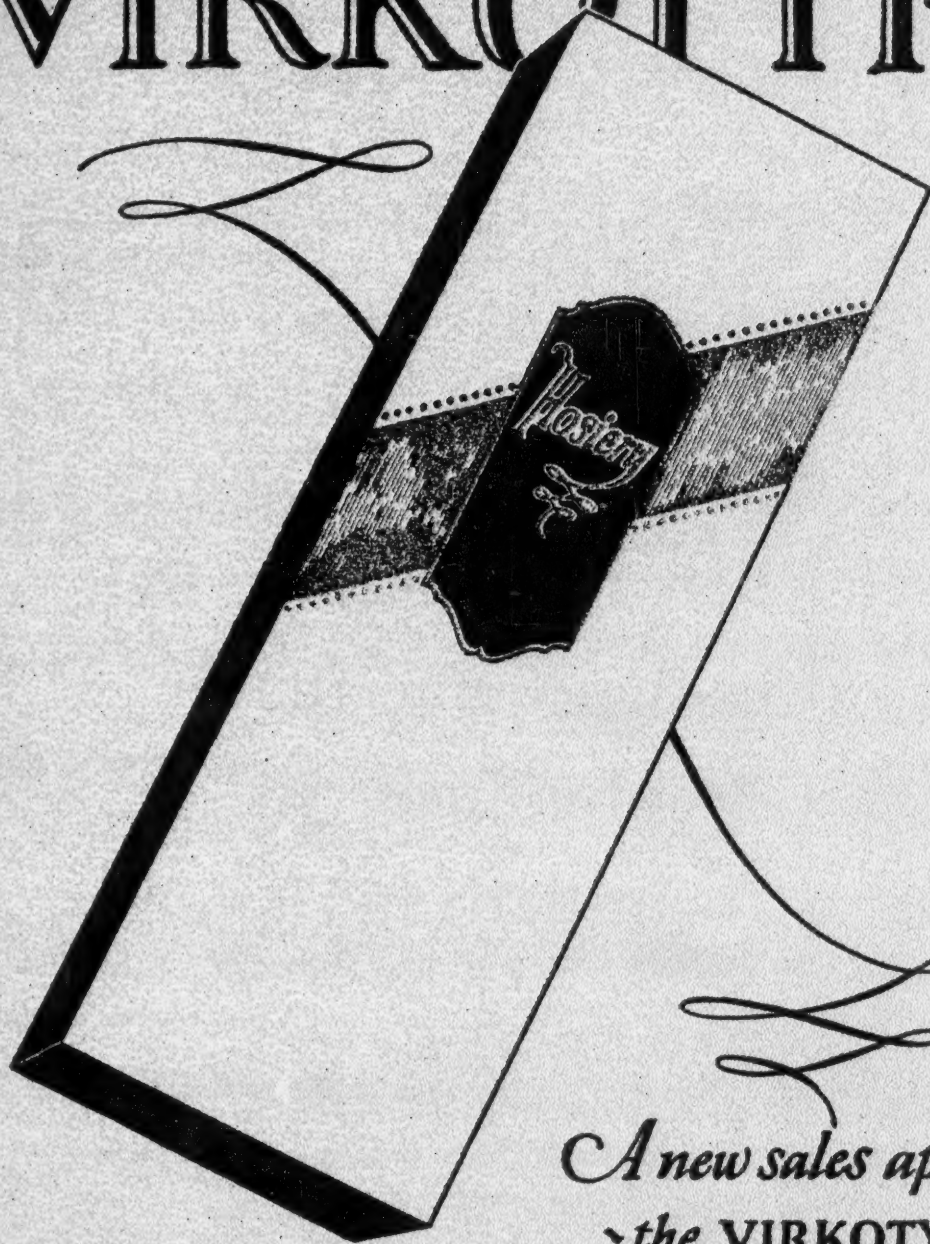
FRANKFORD, PHILADELPHIA, U. S. A.  
LONDON OFFICE — 23 GOSWELL RD.







# VIRKOTYPE



*A new sales appeal*  
*~ the VIRKOTYPED*  
*Box Top!*

This is a SATIN PAPER by KELLER-DORIAN PAPER COMPANY, INC.  
110 Fifth Avenue, New York

# VIRKOTYPING

*Speaks with an  
Eloquent Voice!*

Can you afford to ignore  
it when its appeal to the  
over-the-counter buyer  
is obviously so  
impelling?

*Let us explain how easily and  
economically you may produce  
Virkotyped box tops*

WOOD, NATHAN & VIRKUS CO., Inc.  
547 West 23rd Street, New York

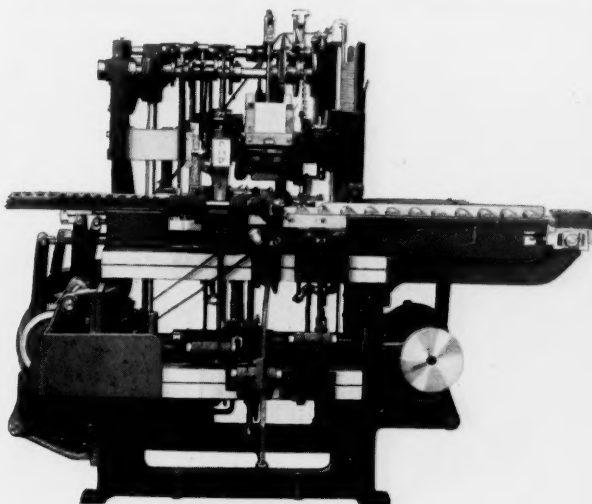




## THE PACKAGE



## THE MACHINE THAT MAKES IT



## HOW IT DOES IT

THE BLACK FLAG COMPANY

CABLE ADDRESS  
"BLACKFLAG"

BALTIMORE, MD.

R.A. Jones & Co., Inc.,  
Cincinnati, Ohio.  
Gentlemen:

We enclose a copy of a letter written today to one of your prospective buyers who had inquired about our success with your machine.

We have had two of your cartoning machines in use, one for about one year and a half and the other two years. We are operating one at a speed of 70 per minute and one about 45 per minute. We are certainly pleased with the operation of these machines and have not had one single case of breakage of any material part and they are, today, as tight, substantial, and quiet in operation as the day we started them off. They have given us the utmost satisfaction and we can certainly recommend them to any one requiring packages put up in a similar way.

Yours very truly,  
THE BLACK FLAG COMPANY,

*C. A. Russell*  
Factory Manager.

CAR/DF

"They Have Given Us The  
UTMOST SATISFACTION"

Our machines carton  
soaps, cakes, jars, cans,  
bottles, candies, cheese,  
rubber heels, tubes, etc.

No matter what you market of these or similar lines you should see our cartoners in operation.

Send us a sample of your package and we will promptly tell you if the JONES CARTONER will reduce your packaging costs.

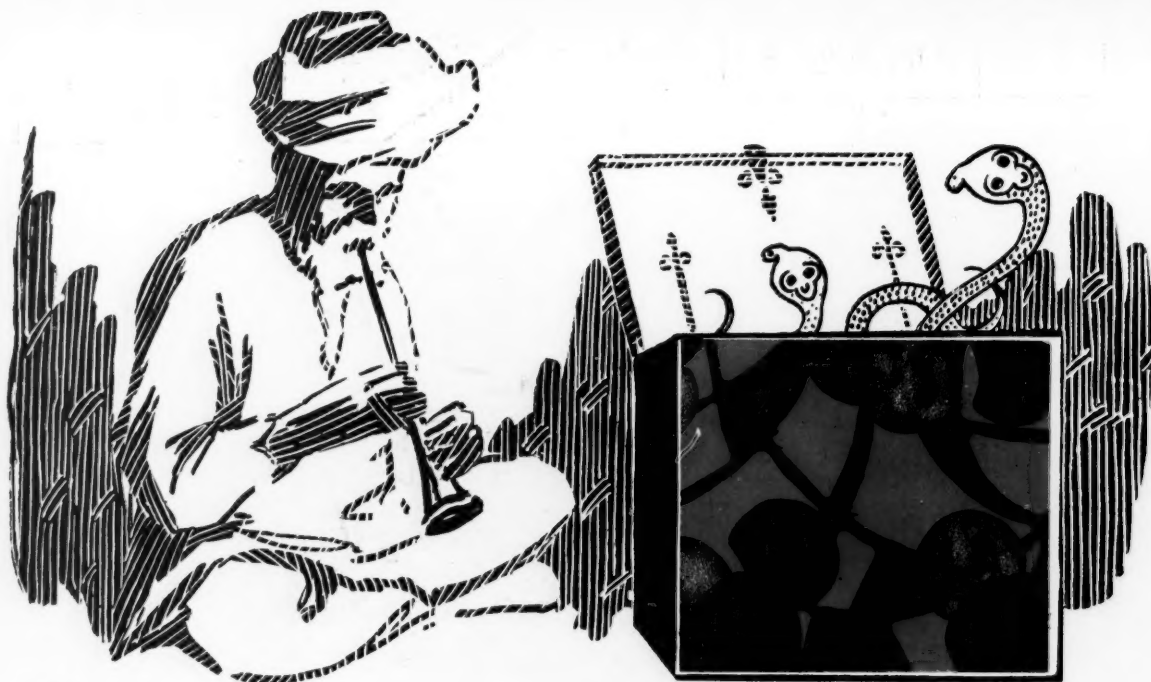
# R. A. JONES & COMPANY

INCORPORATED

P. O. Box 485

CINCINNATI, OHIO





# "CHARMED I'M SURE"

The snakes are saying to the Hindu. We cannot explain this peculiar fascination, but the similar influence exerted over your customers by Keller-Dorian covered boxes is obvious.

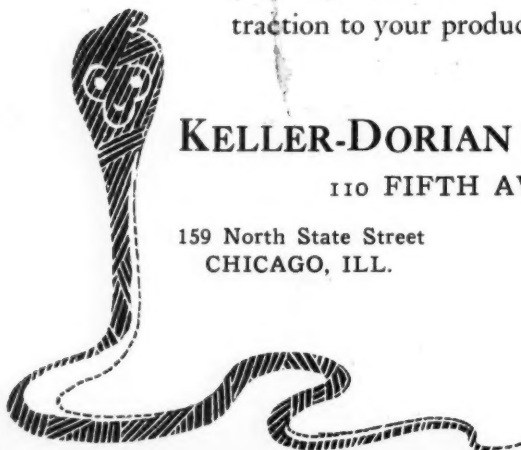
Vigorous designs, brilliant colors, and a touch of European sophistication combine to give an irresistible attraction to your product.

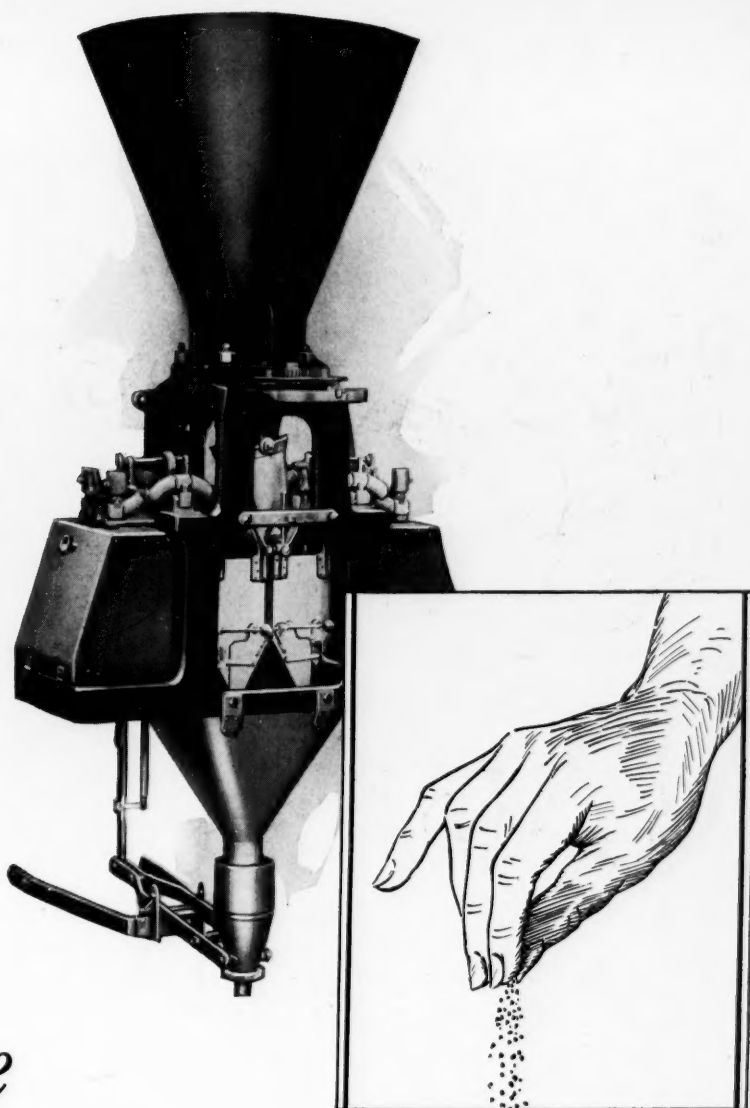
**KELLER-DORIAN PAPER COMPANY, INC.**

110 FIFTH AVENUE, NEW YORK

159 North State Street  
CHICAGO, ILL.

1265 A Labelle  
MONTREAL, CANADA





# Accurate

## *... to the last few grains*

In a nutshell, this is the story of the No. 200 Automatic Continuous Stream Scale. This type of scale, with its double unit weighing feature has been in successful operation in a number of representative drug and chemical plants throughout the United States for many years.

It is particularly adapted for use where fairly free flowing materials are to be weighed into containers of from one to twenty ounce capacities.

The supply chute is electrically actuated to



direct the material alternately from one scale hopper to the other, so as to give ample opportunity for accurate weighing of the last few grains without slowing the speed of operation.

The result is that 90% of the containers are filled to *balanced* weights, the remainder to within less than  $\frac{1}{16}$  of an ounce . . . all at a speed of approximately 45 per minute.

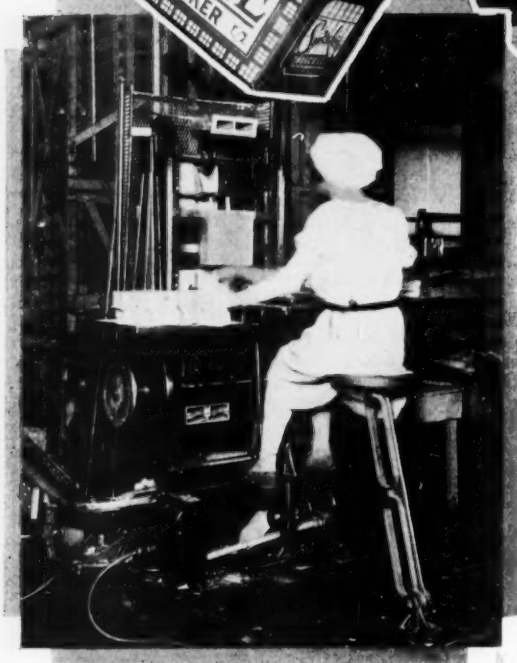
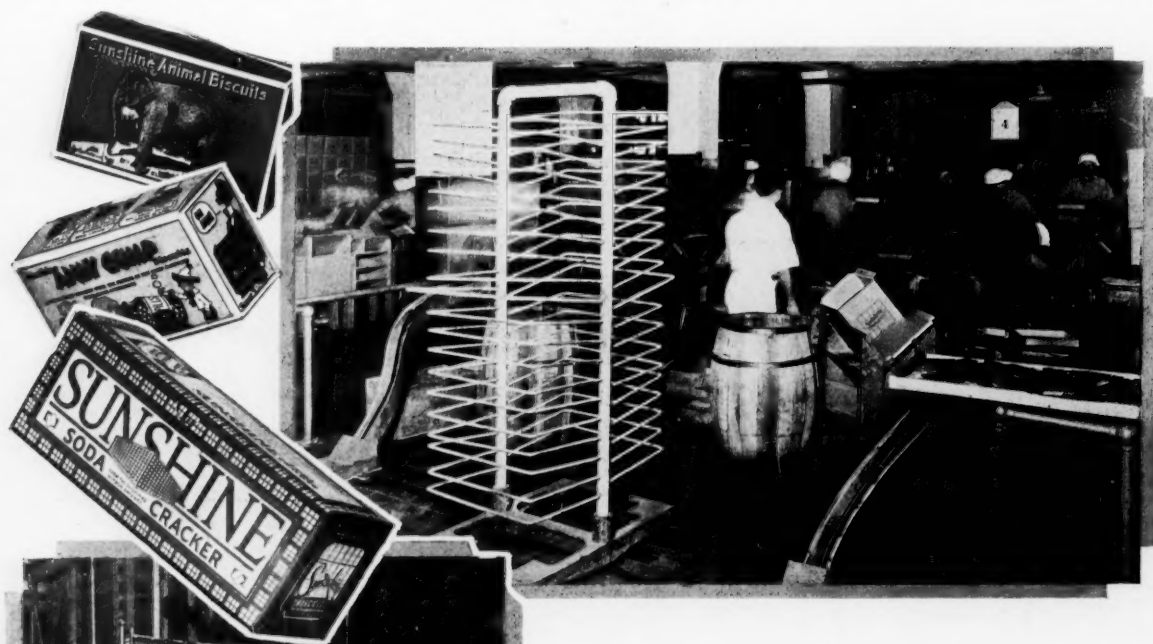
Send for descriptive literature today.

AUTOMATIC WEIGHING MACHINE DIVISION

American Machine & Foundry Company  
5502-5520 Second Ave., Brooklyn, N. Y.

 **AUTOMATIC MACHINERY** 

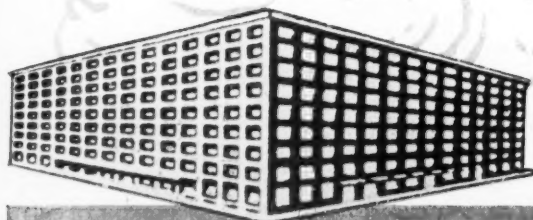
# Sunshine Biscuits are Packge



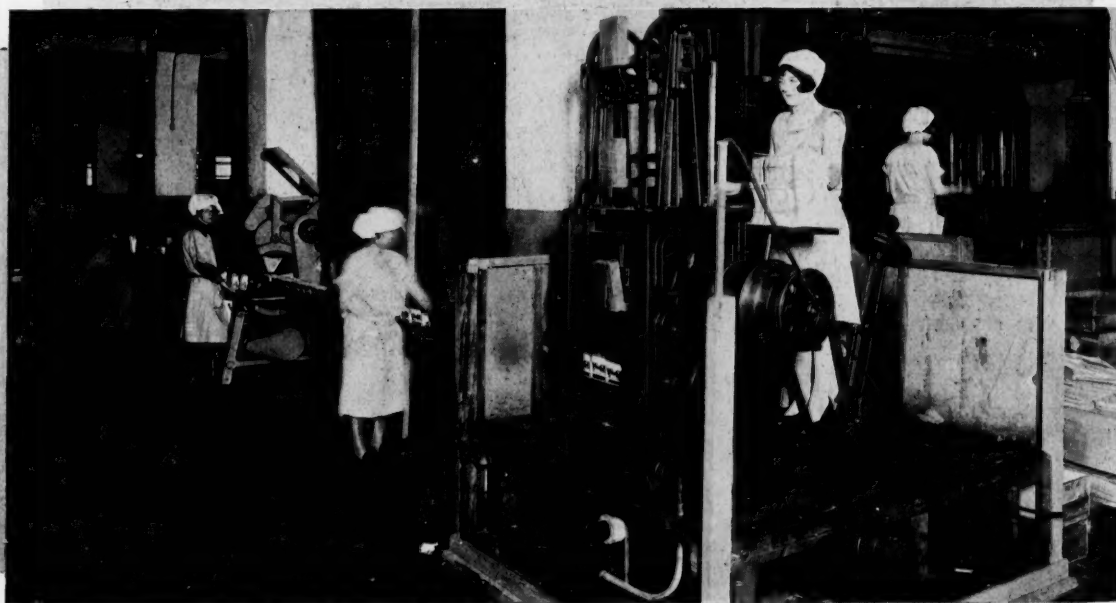
A name in itself is nothing — but when that name is linked inseparably with quality, service and sound relations over a period of time, it acquires a meaning — a standing — a reputation by which it becomes known.

By these tokens the name "Peters Machinery" in all industries where packaging is an important factor — is something bigger than carton forming and lining machines or folding and closing machines — something more than mere products — something of a closer personal character that immediately signifies reliability and instills confidence.

Learn to know the real significance of "Peters Machinery" when in the market for packaging machinery — the same as Loose-Wiles Biscuit Co., Kraft Cheese Co., Armour & Co., A. C. Krumm Co., Iten Biscuit Co., and a host of other nationally known concerns.



# Equipped with Peters Machinery



At the Long Island City, New York, plant of the Loose-Wiles Biscuit Co., one of the most modern bakeries in the world, Peters Packaging Machinery plays a dominant role in turning out distinctive and sanitary packages.

Peters Package Forming and Lining Machines are used exclusively throughout the plant. This ingenious machine takes a carton blank and a superimposed sheet of waxed paper and simultaneously forms them into an open receptacle. The lining is put in place evenly—no creases or wrinkles which would impair the protective quality of the lining. The flaps of the carton are interfolded with the lining, there being no projecting edges or folds.

It will be noticed from the accompanying illustrations that a great many of the machines are portable—can be moved to and from any packing unit.

Peters Folding and Closing Machines are also standard units in this plant. This machine takes the filled but unclosed packages and automatically folds the upstanding portions of the lining and carton so that the goods are completely enveloped by the lining, then closes down the cover, and inserts front flaps making a rigid and firm package.

Over 50 Peters machines have been installed in this plant for filling and packaging. In addition there are a number of other machines in use at the Loose-Wiles Plant such as Peters sandwiching machines, Peters (Westerman) Marshmallow Depositing Machines, Peters Carton Filling Machines, Peters Dough Sheeting and Cross-Rolling Machines, Peters Sugar Wafer Spreading Machines and Peters Sugar Wafer Cutting Machines.

Such standardization on Peters Machinery by Loose-Wiles is recognition of ability to not only deliver performance but to actually cut costs and save money over inferior methods.

Our engineers will gladly assist you in solving your packaging problem. Catalogues on request.



**PETERS MACHINERY COMPANY**  
GENERAL OFFICE AND FACTORY 4700 RAVENSWOOD AVE  
CHICAGO, U.S.A

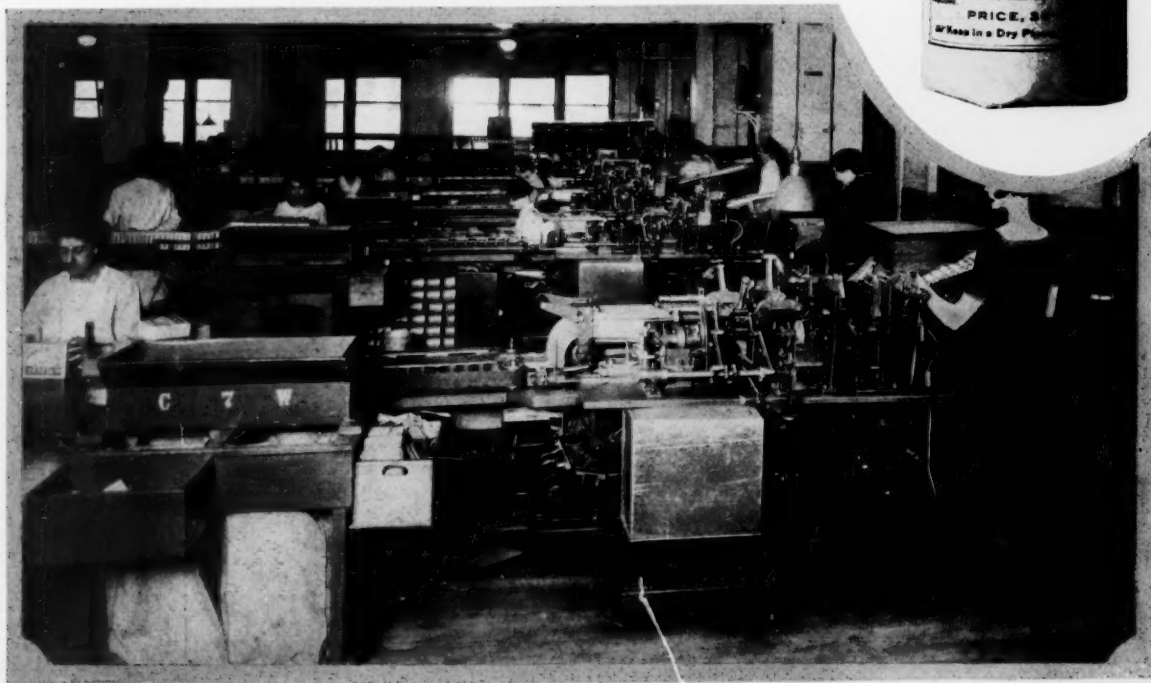
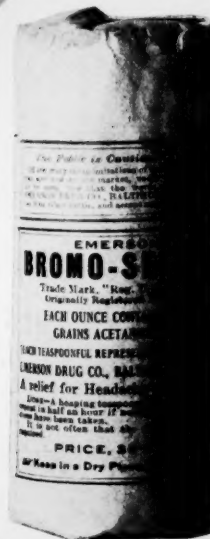






**E. D. ANDERSON, Inc.**


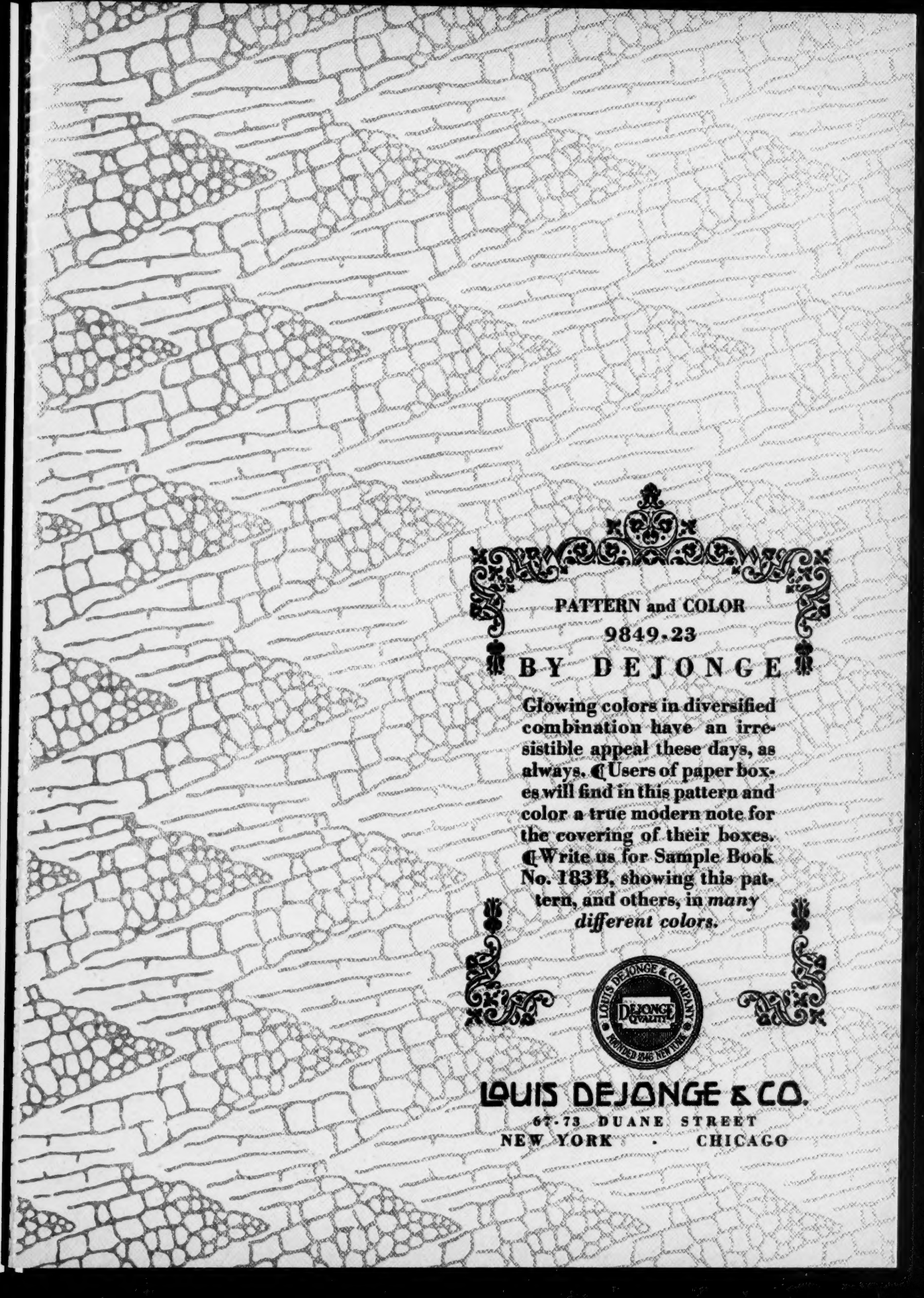
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PATTERN and COLOR

9849.23

BY DEJONGE

Glowing colors in diversified combination have an irresistible appeal these days, as always. Users of paper boxes will find in this pattern and color a true modern note for the covering of their boxes. Write us for Sample Book No. 183B, showing this pattern, and others, in many different colors.



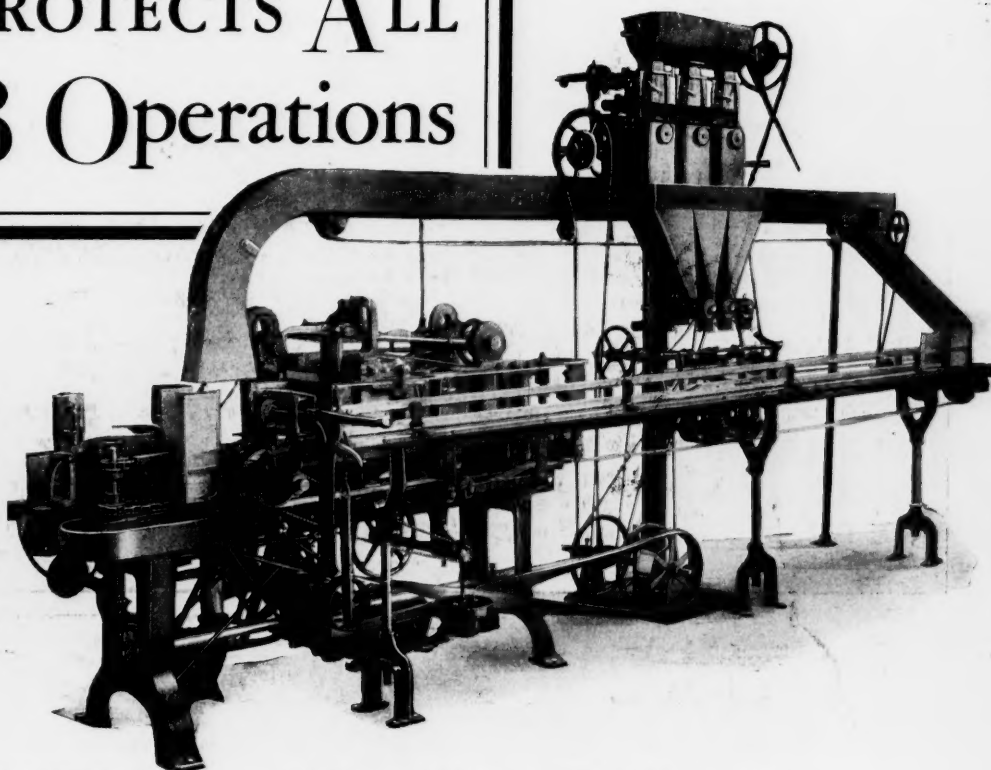
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# ONE Guarantee PROTECTS ALL 3 Operations

This combination Weigher, Filler and Sealer weighs and fills any size cartons from 4 oz. to 4 lbs. at the rate of 40 per minute, and seals cartons top and bottom—all in one continuous operation. Other Hoepner equipment will handle paper bags, cotton sacks or tin cans; and handle larger or smaller weighments per fill. Positive, accurate and capable of steady day-in-and-day-out service



**H**OEPNER promises to weigh more accurately, fill more speedily and complete your package with greater uniformity. The separate elements of Hoepner equipment are designed for synchronized, unified operation. One guarantee—backed by Hoepner's thirty years of experience—covers all three operations.

If you pack in cartons, cans, paper bags, paper envelopes, cotton sacks

or burlap bags, the Hoepner Unit System will help you speed up production to almost any point you desire, without affecting accuracy.

If you have any dry-filling and packaging problem, Hoepner can help you. Write our Engineering Department, sending sample of your package and brief outline of your needs. Their suggestions are given gladly—without obligation.

HOEPNER AUTOMATIC MACHINERY CORP.

*Designers and Makers of Automatic Weighing and Packaging Machinery*

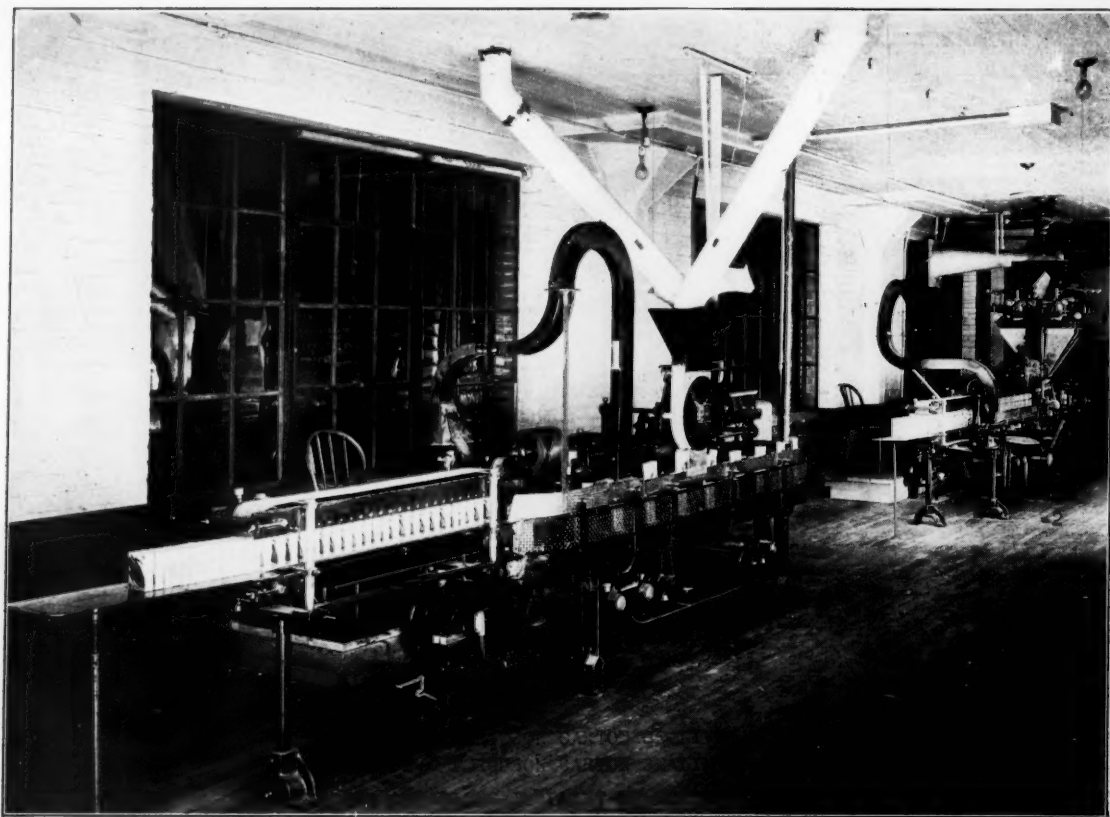
1400 West Avenue, Buffalo, N. Y.

HMH-7

# HOEPNER

STANDARD FOR THIRTY YEARS





Ferguson Carton Sealing, Weighing and Filling Machines in plant of Northrup, King & Co., Minneapolis, Minn.

## QUALITY PRODUCTS

OFTEN LOSE "INDIVIDUALITY" THROUGH INFERIORITY OF PACKAGES

Whether you pack in cartons or cans there is at least one machine in the FERGUSON line that will help you produce, and get to the consumer, better FINISHED packages or cans. Quality and appearance of packages is as important as quality of contents.

FERGUSON CARTON FORMING MACHINES make plain cartons or shells from chip board in roll stock. There are many advantages in making your own shells, when quantity warrants.

FERGUSON CARTON SEALING, WEIGHING, and FILLING MACHINES insure tightly sealed packages and accurate weights. One unit produces up to 60 packages per minute.

FERGUSON AUTOMATIC CASING MACHINES receive finished packages or cans, assembles them into tiers, and pack into shipping containers. All operations entirely automatic.

FERGUSON AUTOMATIC CONTAINER SEALING MACHINES glue the top and bottom flaps of fibre or corrugated containers, after packed. Are rapidly adjustable and require no operator.

[[ FERGUSON MACHINES ARE DESIGNED AND CONSTRUCTED TO GIVE BETTER SERVICE. ]]  
A Ferguson engineer will call and consult with you regarding any packaging problems.

J.L.FERGUSON CO.  
JOLIET ILLINOIS

BRANCH OFFICES

St. Louis — New York — Los Angeles



# MODERN PACKAGING

11 Park Place, New York, N. Y. Copyright 1928.

VOLUME ONE  
NUMBER EIGHT

NEW YORK, April, 1928

\$3.00 FOR THE YEAR  
35 CENTS A COPY

## New Developments in the Use of Tin Plate in Packaging

Practical for Unusual Shapes and Designs, Adaptable to Embossing and Lithographing and Resistant to Wear, this Material Has Wide Application for Gift and Utility Purposes in Many Lines of Manufactured Products

By H. E. DYGERT

American Can Co.

LIKE most inventions, canning, as a method of preserving foods, was born of necessity. None other than Napoleon Bonaparte is held responsible for the origin of this great industry when, over one hundred years ago, he offered prizes to the scientists who would invent a method for preserving foods for the use of his armies. The efforts of the French scientist, Nicolas Appert, were finally successful and the principles developed by him at that time still form the basis of the canning industry, although in late years

great improvements have been effected.

Progress in the science of chemistry and bacteriology, advancement in the methods of manufacturing cans economically and modern developments in the art of lithographing tin plate have all contributed to bring the tin container into its own.

Gone are the old prejudices against eating food from cans. And what food product can you think of nowadays that is not available in cans? Milk, fruits, vegetables, fish, meat, olive oil and so on *ad infinitum*. For hundreds

of products other than foods, tin containers have been adopted as standard because of the protection afforded to contents, because of their handling, shipping and wearing qualities, and because of their low cost as compared with containers made of many other materials. Here may be listed oil, grease, tobacco, talcum powder, aspirin tablets, tennis balls, shoe polish, fly spray, and hundreds of others. But all of this is common knowledge. In this discussion we wish to confine our remarks chiefly to the newer devel-



On the right are shown the tea, coffee, and sugar canisters used by the Iten Biscuit Co. for bakery products. The waste basket and lunch boxes are other examples of dual-purpose containers.

opments in the use of tin plate in modern packaging.

**T**HERE are two ways of looking at containers. Men concerned with packaging ordinarily think of them largely in terms of behavior. Those concerned with selling usually think of containers in terms of sales value—they put the merchandising function of their package first. To

another excellent illustration of the effective use of the dual-purpose package. Here too, may be listed lithographed tin waste baskets used for packing candy, coffee, etc.; bread boxes and cake boxes used for biscuits, crackers, and other products; tin pails, wash boilers, and a great many others, not excluding the homely garbage can that certain mail order houses are successfully using for selling bulk coffee

solutely precludes the possibility of saying something also with candy, curling irons, fruit cake, golf balls, cigarettes and with what-have-you.

Getting a product into the gift class has repeatedly been accomplished effectively through the use of artistically designed and lithographed tin boxes such as can be used, when empty, for utility purposes. Human beings generally seem to have a mania for boxes. Take a peek into any modern home and you will find boxes for sewing materials, for gloves, handkerchiefs, playing cards, nails and carpet tacks, boxes for this and that—anything that the family wishes to pack away or to keep in a definite place.

The use of containers that appeal to this box-loving instinct or characteristic of the human race is not untied. Probably the confectionery manufacturers use the idea more generally and successfully than any other industry. Gift boxes may be found in the lines of many of the leading candy manufacturers as well as in many of the smaller ones. Stephen F. Whitman & Sons, Inc., has its well-known "Salmagundi" package. "It's a trinket chest of metal designed by a famous artist and fit to contain the finest candies made," reads the advertising. In the accompanying illustration is shown gift boxes used by such successful and well-known concerns as Huyler's, Inc., Mrs. Snyder, Martha Washington Candy Co., H. D. Foss Co., Loose-Wiles Biscuit Co., Lovell & Covell, A. G. Morse Co., Inc., Bunte Bros., Robert A. Johnston Co. It will be noted that all of these packages have been designed with a view to increasing their consumer appeal and to make them especially suitable for gift purposes.

Another industry that is profiting generously through the use of gift boxes is the baking industry, which has used them extensively for fruit cake, assortments of fancy biscuits and other bakery products. It has been said that the tremendous increase in fruit cake sales within the past decade is traceable directly to the packaging of fruit cake in artistic lithographed tin boxes. Fruit cake as a holiday gift is now generally considered quite as much in order as candy or cigars. Probably more



*An interesting group of tin gift boxes used for confectionery products. The boxes illustrated are those of Huyler's, Inc., Mrs. O. H. Snyder, Martha Washington Candy Co., A. G. Morse Co., Inc., Bunte Bros., and Robert A. Johnston Co. Note that conspicuous wording is omitted from most of these packages, so as to enhance their value in keepsakes.*

the latter view may be traced the origin of the dual-purpose package and the gift package.

Again, tin plate is summoned to the rescue for experience has found it one of the most useful and practical materials for containers of novel and unusual shape or design. It can be worked into countless forms. It can be embossed. It can be lithographed in almost any colors required. Tin plate will take a variety of finishes and will stand up under hard wear.

Mr. Sales Manager finds that some item is falling off in sales; how to bring it back? Or he has some new product to be put on the market; how to introduce it? Why not pack it in a container that, after the contents have been used, will serve a definite need in the home, he asks himself—and the dual-purpose package is born.

Much has been accomplished along these lines in recent years. The tea, coffee and sugar canisters, in which the Iten Biscuit Co. sells crackers, are good examples. The children's lunch box used by the National Biscuit Co. is

to the rural trade. Although these illustrations cover widely diversified items, the dual-purpose package has not yet reached the limit of its possibilities.

**A**NNUALLY in the United States, probably eighty to one hundred million people give and receive Christmas presents. A smaller number give and receive birthday gifts, Easter remembrances, Valentine gifts, wedding and anniversary presents. Bon-voyage gifts to those going on a journey! A gift to the hostess when you are invited out to dinner! A gift for the new-born baby! Gifts as prizes for bridge parties! And woe to the traveling man who does not bring his wife and kiddies some sort of gifts when he comes home for the infrequent weekend!

Some historian might well name this "The Gift Age". But what a vast potential market is created for the manufacturer who can fit his product to this condition and who does not believe that "say it with flowers" ab-



than 50 per cent of all fruit cake produced in the United States, which runs into many thousands of tons annually, is purchased for gift purposes. In the illustration are shown cake boxes used by such representative bakers as National Biscuit Co., Loose-Wiles Biscuit Co., Consumers Biscuit Co., Louisiana Baking Corp., Schulze Baking Co., Vories Baking Co., B. & C. Baking Co.

Gift boxes of a similar character have been used also by manufacturers of many other products. Swift & Co., Armour & Co., and Wilson & Co. have utilized them successfully for assortments of soap, the Fitzgerald Co. for curling irons; tobacco companies for cigarettes, the Beech-Nut Packing Co. for an assortment of its food products, chewing gum and confectionery. The Beech-Nut Packing Co. considered its novel gift package of sufficient merit to warrant exploiting it with a full page colored advertisement in the *Ladies' Home Journal*. The following quotation from a Beech-Nut Packing Co. advertisement will be of interest:

The Gift that's filled with gifts. A novel gift—a practical gift—a gift full of gifts for the whole family. A Christmas surprise treat for the youngsters and a variety of good things for the grownups. A beautiful box of lasting utility for the mother of the home. That's the Beech-Nut Christmas Box.

It's packed with good things for Christmas Day. Sparkling jellies and deep-hued jams—the finest made. Fruit Drops, Chewing Gum, and other confections. Lots of good substantial Beech-Nut foods too—Beech-Nut Bacon, Peanut Butter, Prepared Spaghetti, and Pork and Beans. A thrill for the youngsters as Mother lifts the lid revealing all the tempting treasures within.

And finally the sturdy metal box itself—beautifully decorated in gold and color with Mohawk Valley scenes. A box of many uses—for cake or bread, as a fancy sewing box, a picnic box, or for many similar purposes. To the practical housewife, it is indeed a gift of lasting usefulness.

Beech-Nut offers these novel and attractive Christmas boxes only during the holiday season—a most practical gift for a family remembrance. The price complete is only \$5.00.

There seems to be practically no limit to the application of the gift package idea in effectively increasing the market for a wide variety of commodities, whether they be in the class of necessities or luxuries. Every year will doubtless see more and more ingenious sales executives devising ways

and means of getting their products into the gift class. And those who are successful will increase the profits made by their companies.

It is indeed a long cry from the plain tin can of Napoleon's time to the artistically designed and handsomely lithographed tin containers commonly used today, and finally to the beautiful tin gift boxes that are now in general use.

Yet still further developments may be expected. Because manufacturers of tin containers are keeping pace with modern marketing and merchandising ideas and because of the many virtues possessed by tin containers, it is more than probable that the use of tin as a material for packages will, in the years to come, continue to grow in popularity as during the past century.



From left to right, the packages shown are those of the National Biscuit Co., The Loose-Wiles Biscuit Co., Louisiana Baking Corp., Schulze Baking Co., Vories Baking Co., and B. & C. Baking Co. for fruit cake. The firm name, trade mark, etc., are in most cases, printed on the inside of the cover or embossed on the bottom of the box.

### Air Mail for Packages

**R**ECENTLY the Doane Carton Co., St. Louis, Mo., had occasion to make use of the air mail in a rush shipment to the Jones Laughlin Steel Co., Pittsburgh, under these interesting conditions: On Friday morning they received a long distance message from the Jones Laughlin company stating that a number of signs ordered must be in Pittsburgh by 8 A. M. the following morning or it would necessitate the shutting down of the plant for one whole day. The signs were immediately put on the press and at 2 P. M. 500 were ready for mailing. At 4:15 P. M. this package was on its way to Chicago in one air mail plane of the Robertson Aircraft Corp., making connections there with the eastbound plane and the package was delivered to a representative of Jones Laughlin Steel Co., in Pittsburgh the following morn-

ing at 7: A. M. thirty minutes ahead of schedule. Events of this sort are daily occurrences in the Air Mail Service and strengthen the growing conviction of the need for this service.

### Paper for Tea Packaging

**A**S the value of a tea is largely determined by its characteristic flavor, it is important to pack teas so that their characteristic flavors will be retained. It has been shown that bags made of parchment paper are much more resistant to the passage of both air and moisture than ordinary manila bags and that the flavor of the tea packed in such bags is retained much longer than when packed in ordinary manila bags.

The above statement is included in the report of the Chief of the Bureau of Chemistry, U. S. Dept. of Agriculture for the year ended June 30, 1927.

# Placing "Sunshine" in a Package

Loose-Wiles Biscuit Company Utilize Containers to Establish Market for Complete Line of Products — Straight Line Production Methods and Modern Equipment Secure Efficient and Quality Output of Merchandise

By D. E. A. CHARLTON

**A** MANUFACTURERS hold on the market is in his package. This brief statement epitomizes the belief of the Loose-Wiles Biscuit Co.—a belief that has been consistently carried out in practice and effects some three hundred items of merchandise, each a packaged product. To create an impression in the public's mind, in short to compel a recognition of the package and its relation to a complete line of goods, has been the underlying thought that has guided the design of "Sunshine Biscuits" packages and has resulted in a selection of containers that reflect outstanding merit and interest. Sunshine Biscuits packages were the first to convey a reproduction of the included biscuit on the label or cover. But no doubt is left in the public's mind as to the identity of each product, regardless of the particular flavor, composition, shape, etc. It is first and last a Sunshine Biscuit, the fact that it is made by Loose-Wiles being secondary.

Recognition of the ability of their package to create and hold sales is further evidenced by the fact that throughout all of the company's advertising and other promotional work the containers play a prominent part. Newspaper, magazine and billboard advertising, counter and window displays, and even the automobile delivery

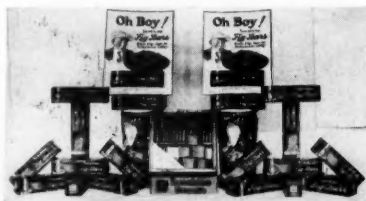
trucks carry reproductions of Sunshine Biscuits packages, and thus familiarize the buying public with a trade mark name indelibly associated with a distinctive packaged product.

This appreciation of the package as a merchandising asset has naturally resulted in an extensive expenditure of time, effort and money on the part of the Loose-Wiles company for plans, equipment and materials to produce

Loose-Wiles company contemplated its adoption several years ago, it was not until lately that necessary improvements in machinery were perfected to the point where the application of the wax wrap became a practical operation.

The average purchaser of Sunshine products gives little thought to the construction of the package which contains his or her favorite biscuit or cracker. That the job is well done and complies fully with all the requirements for a clean, convenient and attractive package is evident, and the effect is unconsciously one of satisfaction. But to those interested in packaging operations, a visit to the Long Island City plant—or for that matter to any of the plants of that company—is impressive. One views a multiplicity of operations performed with dispatch and lack of confusion, line upon line of modern equipment and an even flow of substantially packaged products. The picture is one of intense interest and compels a healthy respect for packaging work that is consistently well done.

Various sizes and shapes of packages are in evidence, and while in the main, straight line methods are followed in the production of containers and subsequent operations of packaging, there are to be found a number



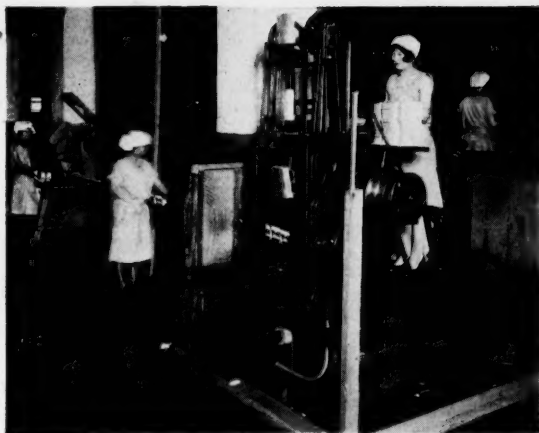
*Packages and caddies on display*

containers that protect the several products to the complete satisfaction of customers. No effort has been spared to obtain packages that measure up to the quality contained in Sunshine products. Such work has been consistently carried on, the company taking advantage of and, in many cases, anticipating improvements in methods and materials that have produced better packages. A fairly recent innovation in line with this policy is the adoption of the wax wrapped package. Although this idea is not entirely new, for the

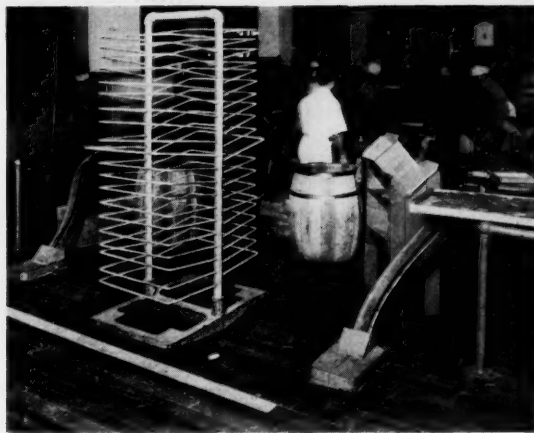


*Group of Sunshine Biscuits packages showing styles and wrappings*





*Carton forming and lining machine. Left, filling machine*



*Chutes carry filled cartons to wrapping units below*

of different types of machines and some variation in the functions of each. Several typical units are shown in the illustrations and these give a fair indication of the extent of the work which is being done here. Two entire floors are allocated to packaging work exclusively.

The procedure in a typical unit packaging round or irregular shaped biscuits in unwrapped cartons is as follows: Cartons, after being formed and lined, travel by belt to an automatic filling machine which is fed from a vacuum suction pick-up that transfers the product from the main supply arriving on a continuous belt. After the cartons are filled, the line proceeds to a closing machine which folds over the lining and inserts the cover. The packages are then carried by belt to the wrapping bench where they are packed by girls into bundles

and the end labels applied. The average speed of the machine handling operations is between 40 and 60 packages per minute.

In the operation of packaging square or rectangular biscuits which is also performed on the sixth floor, the supply descends from the floor above on trays which, after reaching a feed belt, proceeds in a horizontal direction to points where crackers are placed by girls in cartons. These cartons, being formed and lined, arrive by parallel belts and, after filling, proceed to duplex closing machines. The closure completed, the filled cartons then drop through chutes to the floor below, a production record being kept by an automatic counter at each chute.

On the sixth floor is also to be found a stitching unit where the larger boxes or caddies, assembled from flats, are

machine stitched and slid down a wide chute. They are then piled on trucks and distributed as needed to the various units where biscuits are hand packed in larger quantities than those contained in the packages just described.

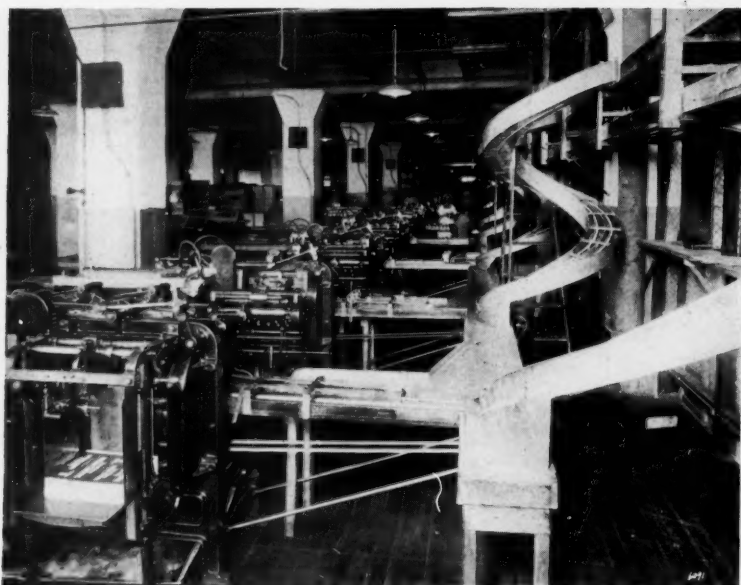
The fifth floor houses the wrapping and bundling units which are fed from the chutes previously mentioned. A series of horizontal belts connect the flow of filled cartons to spiral gravity conveyors and thence to the wrapping machines. There are three types of the latter machines in operation. One places the biscuit cartons in printed wrappers and puts on the separate end seals. In some instances, two of these machines are worked in tandem, the first one wrapping as above and the second machine enclosing the wrapped package in waxed glassine paper fed from a roll, heat sealed and with separate seals attached on the end.



*Caddies, assembled from flats, are machine stitched*



*One of the units used in bundling "Sunshine" packages*



*Battery of wrapping machines at Loose-Wiles Long Island City plant*

The other types are used for bundling the wrapped packages in dozens and half dozens. These machines take kraft paper from a roll, count off the right number of wrapped biscuit packages, wrap them in paper and put on the end seals. The number is generally a dozen but some of the bigger and expensive packages are put up in bundles containing a half dozen.

A modification of the first mentioned type of machine is used for wrapping the small 2-in. square biscuit packages that are to be found at soda fountains, etc., these consisting of a square collar filled with biscuits and wrapped in waxed glassine paper with end seals, providing two transparent windows through which the biscuits may be seen.

Labels and wrappers which are used throughout all of the packaging work are perforated on and distributed from the fifth floor. The perforations designate such information as is required by the company for the check up of shipments, etc.

There are many other interesting features that concern, directly or indirectly, the operations of packaging at the Loose-Wiles plant. Truck system of distribution in all departments, the use of automatic machines for placing gummed tape on packages for ship-

ment, returnable trunks for outside delivery, automatic weighing scales and many other labor and time saving devices. In the basement, separate standard railroad tracks are provided for the receipt of materials and the loading of outgoing merchandise.

In conclusion, a visit to this plant discloses an interesting and efficient picture of packaging practices as carried on in a truly outstanding manner by a company that firmly believes in the full utilization of its packages.



*Portable carton forming and lining machine*

#### EQUIPMENT AND SUPPLIES

Carton forming and lining machines: Peters Machinery Co.  
 Carton folding and closing machines: Peters Machinery Co.  
 Counters: Veeder Co.  
 Stitching machines: H. R. Bliss Co.; James H. Jones; Latham Machinery Co.  
 Wax wrapping machines: Package Machinery Co.  
 Bundling machines: Package Machinery Co.  
 Perforating machines: Cummins Perforator Co.  
 Adhesives: Arabol Manufacturing Co.  
 Labels and box wraps: U. S. Printing & Lithograph Co.  
 Waxed paper: Warren Manufacturing Co.

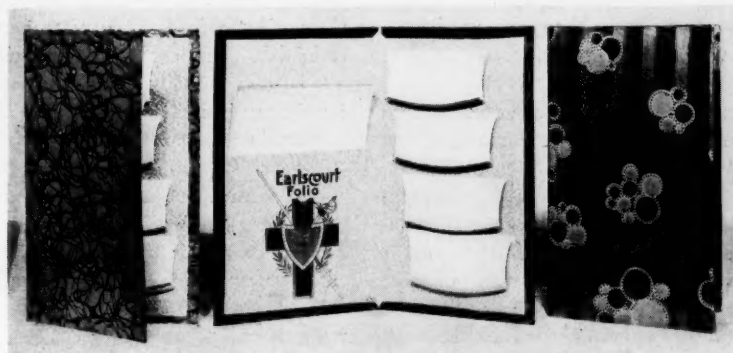


*Machine for wrapping square biscuit packages in waxed glassine paper*

## Cover Papers Aid Sales

Stationery Displayed in Distinctive Folders of Pleasing Colors and Design Offers Originality, Attracts Attention and Stimulates Purchases

A NEW way of merchandising stationery is suggested in the accompanying illustration which shows three designs of folios or folders, each of which contains an assortment of 24 envelopes and 24 sheets of writing paper. The paper is of good quality, with gold stripes and circles in purple, blue and orange. Mottled board is used for the construction of the folio and this is slotted at convenient points to receive the paper and envelopes. The trade mark of the goods is printed on the left side. When the supply of



Courtesy of Whiting-Patterson Co.  
Stationery folio bound in box cover papers

offers a pleasing selection and is sold at an unusually reasonable price by one of the well known chain stores.

The outside of the portfolios are bound in standard box cover papers. The one shown on the left consists of a web design in black and brown on a gold background; the middle folio consists of irregular gold squares on a black background, while that on the right shows a red background covered

with gold stripes and circles in purple, blue and orange. Mottled board is used for the construction of the folio and this is slotted at convenient points to receive the paper and envelopes. The trade mark of the goods is printed on the left side. When the supply of

paper is used up the folio can be used for refills or other purposes. This is but another example of the many uses that may be made of standard box cover papers. The increasing demand for color and attractive design in containers that are used for a multitude of purposes offers a real opportunity for originality among those interested as well as new outlets for sales among manufacturers of such papers.

### The Part the Package Plays

WE have been hearing a great deal lately of a "Battle of the Giants," which refers of course to the advertising and sales efforts of the automotive industry.

This so-called "battle" is no less in magnitude nor intensity than a mighty campaign that is being waged by food manufacturers inviting favor in the great American appetite, writes the *Carton Maker*, published by the Sutherland Paper Co.

It no doubt is obvious how some products earn a permanent and profitable success, while others will live for a brief but brilliant interval and retire unnoticed from public favor.

It prompts us to wonder sometimes just what characteristics there is that secures popularity for one brand of goods; while another, struggling for public approval, rides to an early grave.

Assuming first that the product is right, and this applies to confections, hardware, toilet articles, etc., as well as foodstuffs, sales are made and good will gained through direction of an intelligent, proven merchandising plan.

It is a fortunate circumstance for the promotion of a product if it can be packaged. A good package acts not only as a utility in packaging and handling the goods from manufacturer's hands to consumer's, but as an advertising force as well. The package nowa-

days plays the role of a personal representative of the manufacturer, and must act as a "salesman" in talking to the customer at the point of sale and furthering a friendship in his home.

The question arises: "How can one tell when the right package is being used?" Sensible advertisers, before investing any large amount of money in an advertising campaign, first make a "test" in some representative locality to prove whether or not they are aiming in the right direction. Such information as this can not be gained around a director's table or from the mental deductions of a merchandising expert, it must come directly from those people who are actual prospects for the goods, and who are to spend their own dollars and cents in purchasing.

This "test" idea can be applied beneficially in promoting the sale of packaged goods, ironing out such important factors as the most desirable type, size, weight, design, etc.

### Preventing Breakage of Glass Jars for Hard Candy

PHILIPPINE importers of assorted hard candies in glass containers, states *Commerce Reports*, have made many complaints regarding difficulties experienced with local dealers on account of broken candy at the bottom of the jars and the breakage of jars in transit. Each case of candy is opened in the presence of a representative of the importer, and the practice has been established of replacing any jars found broken. Breakage of the candies in the bottom of jars could probably be prevented if the manufacturer would insert a thin pad of cotton or some other material in the glass container before filling it with candy.

Attention has been called to one type of packing which is excellent, the importer stating that not one breakage has occurred in shipments totaling over 200 cases. This particular package is a metal-strapped wooden case containing six 3-pound glass jars. Each jar is in a carton and between the carton and the ends of the case excelsior is stuffed to the thickness of an inch; between the cartons and the sides of the case there is placed a double thickness of corrugated packing board.

# Food Packaging for Mail Order

Methods Used By Larkin Company in Preparing Twenty-one Different Food Products in Ten Weight Sizes Utilize Four Types of Containers

By JOHN WINTERS FLEMING

**P**RECISELY the proper placement of packaging units is perhaps the outstanding feature of the food packing department at the Larkin Co., Buffalo, N. Y. Whether it is the dominating trait of this branch, there is no doubt but that it is the essence of the efficiency and achievement of the packaging department.

To understand more fully the necessity for almost perfect allocation of the working units of the packaging department—that is, the need for this proper placement if the top note of efficiency is to be sounded—it is necessary first of all to know something of the problems and aims of this branch. In the Buf-

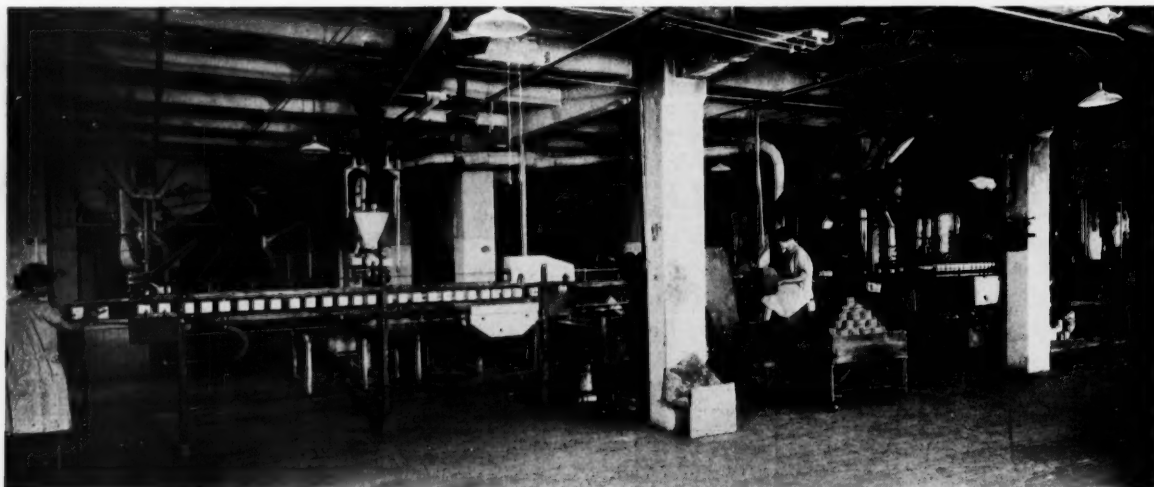
into the following program: The packaging of cinnamon, pepper (white and black), nutmeg (ground and whole), mustard (ground and prepared), allspice, cloves, ginger, baking soda or saleratus, gelatine (2 flavors), peanut butter, celery salt, pie filling (3 flavors), pudding preparation (4 flavors), baking powder (phosphate and cream of tartar), corn starch, cocoa, coffee (ground and whole bean), tea (6 blends), spaghetti, macaroni and noodles.

This schedule represents the conflict in odors, weights, sizes and packaging mediums that is the plot of the Larkin company's food packaging story

Larkin's by a simple, logical and natural means of segregation. Those foodstuffs of particularly and peculiarly pungent odors are packed distinctly separate from others of less characteristic aromas.

With the exception of the teas and coffees, all the foodstuffs packaged at the Buffalo plant are bundled on the sixth floor of Building N. There are 21 buildings and these are lettered alphabetically from "A" to "U".

The choice of the floor for the packaging department together with the selection of the building furnish excellent examples of proper placement so evident throughout the plant. The sixth



*Packaging unit for bundling of pudding preparations, pie fillings, cocoa, jell products and baking sodas*

falo branch factories and offices of the Larkin company 21 different foodstuffs are packaged—in 10 different weight sizes, varying from 1 oz. to 1¾ lb. packages. Also they are bundled in 4 kinds of containers—paper bags, tin cans, glass jars and cardboard cartons. Briefly, then, attractive, protective and efficient packaging of these 21 items in 10 weight sizes and in 4 package styles, is the broad general problem of the department.

This situation more minutely examined and analyzed resolves itself

which is woven around the working out of the various operations to the fitting end of successful packaging.

First, in the packaging of many and different types of foodstuffs the element of aroma or lack of it is an important factor. For instance, to package coffees and teas and spices in the same spot and with the same machinery is ruinous, not only from the standpoint of aroma but also from the viewpoint of maximum high quality of each product. This problem has been neatly and effectively overcome at

floor in Building N is just high enough to permit the department to be well and naturally lighted and at the same time is faced, with a corner location, to permit the greatest amount of sunshine into the branch. Likewise the location is ideally central and in close contact with the administration offices, warehouses, railroad sidings, shipping offices, and the advertising department. Geographically the setting of the packaging department is ideal for the service of its purposes and clientele. The entire sixth floor of Building N, com-





*Packaged foodstuffs produced at Buffalo plant of the Larkin Co. Note sloping print style of firm name at bottom of cartons*

prising some 22,317 sq. ft. of floor space, is wisely given over exclusively to the packaging of foods.

Gravity is utilized at every turn to aid in production. Thus we find on the seventh floor of Building N the sifting, grinding and food compounding departments. On the eighth floor of the same building the foods are stored in their natural, unprepared forms. So the descent to the packaging department is a natural one. The packaging machinery in every instance is ranged around the sides and near the windows. The background and the center of the floor is used for the storage of the packed foodstuffs, empty cartons and shipping cases. But the working part of the department, the packaging machinery, is set up next to the windows and around the two sides of this corner building.

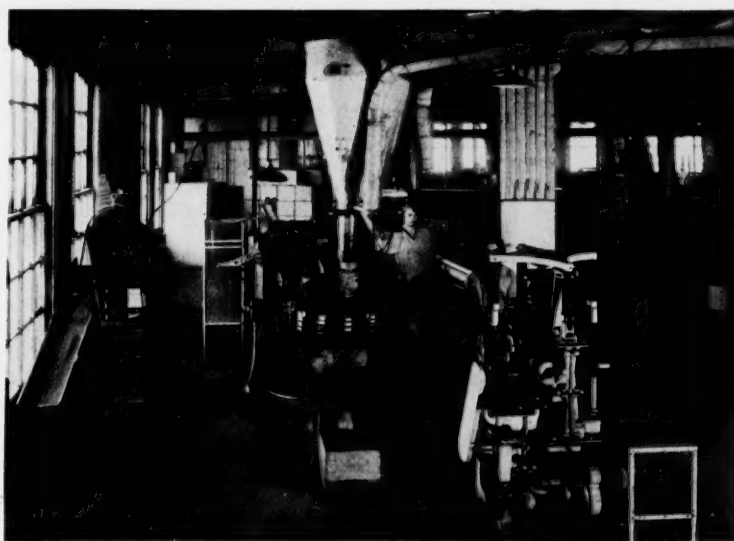
As one enters the department the first item to attract attention is the wood and glass enclosed partition that houses the spice packaging branch and isolates it effectively, from the standpoint of pungent odors, from the rest of the department. Chutes extend through the ceiling from the seventh floor, carrying the ground spices ready for packaging. From the chutes the prepared spices run to a filling machine where the packages are filled at the rate of thirty a minute. The spices, now in packages, are conveyed by belt to the carton closing and sealing machine at

the far end of the belt. Then the finished, packaged and sealed spices are hand packed into fibre shipping cases.

In this branch of the packaging department we find cinnamon, allspice, black pepper, white pepper, ground mustard, ground nutmeg and ginger packaged in 3 oz. cartons, the mailing weight of each item being one ounce heavier, or 4 oz. for the filled, sealed carton. Cloves are packaged in 2 oz. cartons with a mailing weight of 3 ounces. Whole nutmegs are packed 10 to a carton and ready for mailing, weigh 2 ounces.

Larkin pudding preparations are put up in 4 flavors and 2 weights. The chocolate flavor carton weighs  $4\frac{1}{2}$  oz. with a mailing weight of 5 oz. while the lemon, vanilla, and orange flavors come packaged in  $3\frac{3}{4}$ -oz. cartons, also with a mailing weight of 5 ounces. In addition these pudding preparations are also shipped in fibre cases of 24 packages to the case with a total mailing weight of 9 pounds. The three flavors in pie fillings—lemon, cream, and chocolate—are packed in 5-oz cartons with a mailing weight of 6 ounces. The baking soda or saleratus comes in 1 lb. packages with a mailing weight of  $1\frac{1}{4}$  lb. and is packed for shipping 20 cartons to a case with a shipping weight of 22 pounds. Gelatine, in raspberry and orange flavors is packed in 1-oz. packages with the same mailing weight. The baking powders, cream of tartar and phosphate, come in 6-oz. tin cans with mailing weights of 9-oz. Corn starch is packaged in 1-lb. containers with a mailing weight of  $1\frac{1}{4}$  pounds. Larkin cocoa is packaged in  $\frac{1}{2}$ -lb. cartons with a 9-oz. mailing weight and is also shipped 36 packages to a case with a mailing weight of  $21\frac{3}{4}$  pounds.

**I**N packaging such foodstuffs as those just mentioned there is no need for isolation of the packaging branch, in fact no necessity for separate, individual machinery for each item or group of allied items. For there are



*Spice packaging department. Illustration shows wood and glass partition separating but not isolating this branch from the rest of the department. Carton sealing machine at right front, weighing and filling machine at center*



none of the pungent, sharp aromas characteristic of spices. Thus, the same unit of machinery packages all of them.

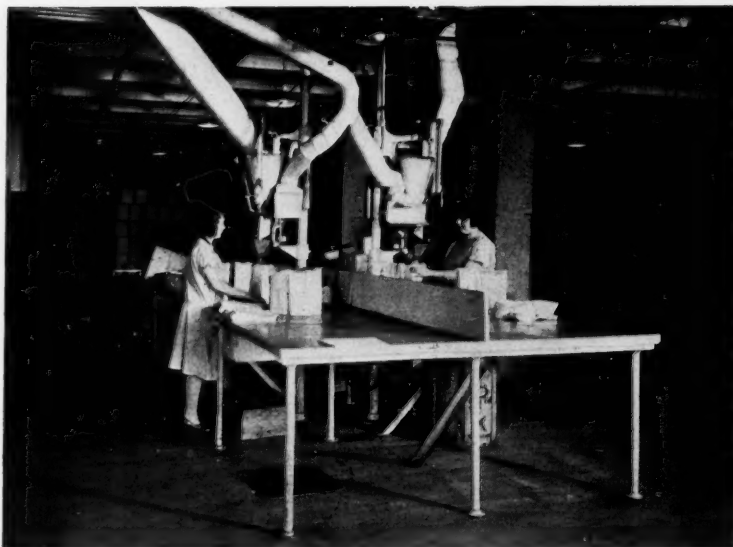
The next branch of the department, adjoining the spice room, is the corner devoted to the packaging of pudding preparations, cocoa, pie filling compounds, baking powders, baking soda or saleratus and corn starch. As in the spice packaging department the materials are carried down by chutes from the compounding and mixing departments on the floor above. Packaging operations are similar to the ones seen in the wrapping of the spices and at the same rate of speed for, wisely enough, it is the Larkin packaging policy to have the machinery as unified and alike as possible. For instance, the filling machine, conveyor belt, sealing, closing, and weighing equipment are of the same make and all built as one packaging unit. This is the rule in food packing and there are but few exceptions although it is carried even further in this same department for the machinery serving the various branches of the department is for the most part of the same make. The spice packing machinery therefore, if need be, can also be used for pie filling or pudding preparation or cocoa packaging.

Leaving this busy corner and going down the second side of the corner building, arranged along the sides of the windows as usual, we find the machines for packaging spaghetti, maca-



*Automatic weighing and filling machine used in packaging Larkin coffees*

roni, and noodles. Again the equipment presents a similar sight and is in keeping with the policy of unified machinery. One unit of machinery comprising automatic weighing, filling,



*Two automatic weighing and filling machines that package six blends of teas. Note piled cases in background showing close connection between storage and package departments*

conveying belt and sealing machinery packages the 3 flour products, each in 8-oz. packages. Similarly, spaghetti, macaroni and noodles are packed 34 cartons to the shipping case. The mailing weight of the individual cartons is 9-oz. for spaghetti, 10-oz. for noodles, and 11-oz. for macaroni.

Here, as in the case of spices and the flavored foods, the three flour products are weighed and filled at one end of the conveyor belt, then carried to the carton closing and sealing machine at the other end—again one complete, compact unit of the same style machine.

All the larger packing at Larkin's, such as filling the shipping cases, is done by hand, since Larkin's is a mail-order house and the greater percentage of orders go out in individual packages.

A special bottling machine, adjoining the spaghetti, macaroni and noodle packaging unit, packages peanut butter and prepared mustard in 8-oz. glass jars. The machinery used comprises a bottle filling machine, conveyor belt to carry the filled glass jars to the capping and sealing machine at the other end and the capping and sealing machine. This machine unit operates at from 25-45 per minute, 25 being the usual run. Spaghetti, macaroni, and noodles are packed at a speed of 30 packages per minute.

Connected with N Building is Building K, separated only by the other side of a wall. On the sixth floor of

Building K is the packaging department for teas and coffees. The green coffee is stored and roasted on the eighth floor. Gravity chutes carry the finished product to the sixth floor packaging department. Here three electrical automatic weighing machines weigh and fill the coffee and tea tins and packages, two machines being used for tea and one for coffee. All operate at the standard rate of 30 a minute. The capping of the tins and sealing of the packages of coffees and teas are done by hand as is the packing of the same in shipping cartons.

Coffee is packaged in 1-lb. and 1¾-lb. packages with mailing weights of 1¾-lb. and 2 lb. respectively. These packages in turn are packed for larger mailings, a dozen to a case with respective mailing weights of 14½ lb. and 25 pounds. The two machines used for teas package in ½-lb. and 1-lb. lots with respective mailing weights of 9 oz. and 1¼ pound. The coffees are packed ground and in the whole bean. The teas are marketed in six blends—black-and-green mixed, green Japan, uncolored Japan, gunpowder, black English breakfast, and black Formosa Oolong.

SO far as possible the color of each Larkin package corresponds with the color of the product in the package. Thus one finds cocoa in chocolate colored cartons, vanilla pudding prepara-

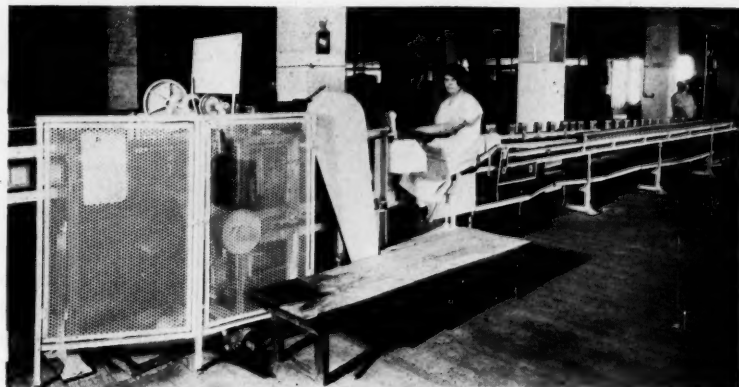
tion in cream colored packages, lemon flavor in yellow cartons, and so on. No labelling is done in the food packaging department as all the containers are labelled or lithographed when purchased.

Inasmuch as the Larkin Co., is primarily a mail order house, and as its world-wide name and reputation is as a mail order house, the element of postage enters into every phase of the business, most of all of course, in the packaging. In a mail order business the fractional difference between, for example, a 1-oz. package and one that

numbered thousands of direct mail customers.

The company makes all its own zinc etchings and half-tones used in their packaging.

Larkin labelling is simple and effective. After following out a related color scheme between package and product, the Larkin company simply inscribe their name on the package in a peculiar form of print style (illustrated in the accompanying photographs) together with the name of the product in the package and the necessary directions for the product's use. Bordering



Macaroni, spaghetti and noodle packaging unit. At right, weighing and filling machine; in left foreground, closing and sealing unit

weighs 1/8-oz. may mount in mailing bills to thousands of dollars per year. For that reason I have appended in each instance the package weight and the mailing weight, for Larkin's have arrived at the most efficient weight only after years of experiment and experience.

Over 3600 stocks are carried in this food packaging branch alone. And this department serves 100 Larkin chain grocery stores in and around Buffalo and 54 in Peoria, Ill., as well as un-

each package is a design of the food in the package. Thus in the celery salt, put up in 3-oz. cartons (mailing weight of 4-oz.) celery sprigs form the border of the package. Two salt cellars appear on the Larkin table salt packages. Nutmegs form the top and bottom borders on the packaged nutmeg and so on. It is simple yet most appealing and effective labelling.

Regarding the name of Larkin on the package with the statement underneath as follows:

#### PURE FOOD SPECIALISTS Established 1875

The company states that this brief, explanatory and unfrilled use of the company name has built up "consumer acceptance throughout the world." Larkin's has become a "family name," a household word, almost a necessity. Proper packaging has been responsible for this achievement to no small extent.

#### EQUIPMENT AND SUPPLIES

Weighing, filling and sealing machines: Pneumatic Scale Corp.; National Packaging Machinery Co.

Packaging machines: Yonkers Packaging Machine Co.

Caps: Anchor Cap and Closure Corp.

Glass jars: Hazel Atlas Glass Co.;

Monongahela Glass Co.

Sealing machines: Johnson Automatic Sealer Co., Ltd.

Labels: Schmidt Co.; J. W. Clements Co.

Cartons: Corson Manufacturing Co.; Consolidated Paper Co.; Densen Carton Co.; Fort George Paper Co.; Gardner & Harvey; Richardson Co.; National Carton Co.

#### Back Copies Wanted

THE New York Public Library needs back numbers of MODERN PACKAGING to complete its files. It will be greatly appreciated if some reader who no longer needs his copies will donate them to fill the gap. The copies needed are the following: Vol. 1, Nos. 1 to 5. These should be sent to The Director, New York Public Library, 476 Fifth Ave., New York City.

#### Smith Scale Changes Name

THE Smith Scale Co., Columbus, Ohio, has changed its firm name to the Exact Weight Scale Co. The change is merely a consistent alignment of the firm name with the product so that both may be identified by the same copyrighted trade slogan "Exact Weight" used by the company.



Panorama view of Buffalo plant of the Larkin Company

## Waxed Paper for Bakery Goods

Protective and Display Qualities of Wrappings That Can Be Obtained in Unit Quantities Add to Merchandising Value of Products

By H. A. STONE

Warren Manufacturing Co.

**W**ITHIN the past three years the baking industry has awakened to the selling potentialities of a neatly wrapped package. For the average baker the word package means the single pound cake, or a couple of cup cakes wrapped in a transparent paper that will display the cakes and at the same time keep them fresh and in salable condition.

For that purpose waxed glassine is within the means of every baker and it has the three necessary qualities for the display and protection of bakery products. These qualities are (1) *Moisture-proof*; to keep a cake fresh it must not lose the moisture contained in it after it is once packed, neither must it absorb additional moisture that will affect the ingredients.

(2) *Grease-proof*; to keep shortening, essential oils, etc., from penetrating the wrapper and spoiling its appearance, as well as protecting table covers, clothing and the like.

The *Harvard Business Review* has something to say about the above under "Marketing Biscuits and Crackers"—October, 1927. They say: "Perishability.—One of the most important characteristics of biscuits and crackers is a comparatively high degree of perishability. They deteriorate with comparative rapidity owing (1) to moisture absorption, (2) to loss of essential oils and flavors, and (3) the tendency of shortening and flour to become rancid. After the absorption of moisture the product loses its most desirable qualities and becomes second class because it does not please the palate and is not so easily digestible." This, of course, would apply to sponge cakes, iced goods, soft cake and sandwiches that have a filling of jelly and sometimes icing on top or all over. The importance of a moisture-proof, grease-proof wrap is easily seen.

(3) *Transparency*; the public likes to see what it is buying. If they are

allowed to see how a cake looks before buying they are more apt to buy because of its appetizing appearance.

Waxed glassine is now available to the smaller bakeries in 90 lb. cartons put up in eight selected sizes. The large cake bakeries all use waxed glassine to wrap their more perishable products.

The above is abstracted from an article which appeared in the February, 1928, issue of the *Paper & Twine Journal*.

### Paper Napkins in Packages

**A** METHOD of selling more paper napkins is suggested in the package illustrated. This consists of a lithographed box which con-



Carton for paper napkins

tains 40 napkins, 13½ in. by 13½ in., each singly embossed, folded and made from full-bleached paper. Twenty-five packages are placed in each shipping case, making a total weight of 9 lbs., and this convenient method of packing enables jobbers to take care of the smallest retailer without breaking cases, besides eliminating damaged goods and saving extra packing charges.

By means of a slot in the package, the consumer can remove one or more napkins at a time and keep the package, with the remaining napkins in it, free from dust and dirt. The package in itself forms a suitable counter display.

## Window Display Advertising

### A Book Review

**C**LAIMING that window display is the least understood of all mediums of advertising, Carl Percy, in his recent book "Window Display Advertising," (published by The John Day Co., New York) presents logical arguments and actual instances to prove that this form of sales promotion activity has unlimited possibilities.

Primarily defined as an analysis of the force of window display advertising as a sales medium for manufacturers, traveling salesmen, advertising agencies and retail merchants, the book treats the subject largely from the manufacturer's viewpoint. But this, as explained by the author, is for the reason that the manufacturer and the national advertiser must eventually lead the march of progress in window display. However, Mr. Percy has not failed to include what may be regarded as the psychology of the dealer or retailer toward window displays, and this consideration, together with factors of circulation, cost, construction, design and distribution form an effective and comprehensive treatment of the subject. One of the most valuable chapters of the book is that which outlines a hypothetical procedure in the creation of a display, including sketches and the several steps of its preparation. Throughout the book are numerous illustrations, each of which bears directly on a particular condition exemplified in the text.

Selfishly enough, we would have liked to have seen some reference made to the utilization of packages in and their relation to the design of window displays. However, many of the illustrations, as well as the various suggestions for coordinative advertising effort, serves to make this point evident.

To those who are now making use of window displays, to those who contemplate so doing and to others who are seeking ways and means for the distribution of their merchandise, the book offers comprehensive and constructive suggestions for effective and proper use of a medium that has not been utilized to its best advantage.

D. E. A. CHARLTON.







# GAIR Packagery



**D**O you consider your Merchandise Package as closely as you follow your Sales Chart? Are your Folding Carton and your Display Container all that they should be to get them in the light of public favor? Remember, the goods you pack in your Carton are doubtless all right and the price consistent, but the Public has not X-Ray eyes. Outside appearance, appropriately developed through the use of color and design, predisposes the customer to buy your goods.

The possible failure of your Folding Carton and your Display Container to get the attention, confidence and competitive position that they deserve is a critical business matter. It calls for expert help and advice.

Why not consult the Creative and Design Department of the Robert Gair Company if a veteran design is to be modernized or if a new series of Cartons is to be launched? The Robert Gair Company's experts are backed by sixty-four years of education and experience in the science of Packaging. They understand the commercial influence of Art, and they use it to popularize and sell goods.

There are other elements which make Gair Packagery broadly efficient.

[[INSIDE PLEASE]]

# GAIR Quality Cartons



WE are in an age of pageantry and artistic feeling. Public taste is sophisticated and is a danger to the merchant who does not understand its influence on buying. Whether merchandise is a necessity or a luxury, it has its affinity in color, and the first step toward a consistent design is to discover the nature of this kinship. Such designs are swift and engaging invitations to buy.

Many years of laboratory experiment and study of the reactions of color and design on merchandising have placed Gair Cartons at the front as sales promoters.

Red is like the crash of cymbals, yellow enriches like the sheen of gold, blue is serenely cool and is seen at the greatest distance. Merchandise is a shifting mass of color and the most colorful thing in merchandise is the Package.

In deft hands, design gives countenance, and color gives character to your Carton, and the vogue which changes with time should be anticipated in the artistic treatment.



*Our Department of Design is comprised of expert colorists, artists and designers of structure. Their united experience in determining design, color and illusion of size is at your command.*



*Six Board Mills*

# GAIR Sales Builders

THE golden area of the show-case top and of the counter is the Display Container's coveted spot. A silent contest is forever going on for the prized location. It belongs to the deserving. The retailer is human, therefore, like his customers, has sense and feeling for decorative effects; in consequence, the humble and unimpressive display often suffers a place under the counter instead of on top of it. But economy in design and color should not rob the Display Container of distinction. It is the skill and experience with which limited materials are employed that give Gair Display Containers general pre-eminence. They are Sales Builders in good taste and win response from the retailer.

Gair Display containers are not silent salesmen. If art has appeal and color is language to the eye, their salesmanship is both eloquent and active. There is no substitute for the trite term "Gaircraft." It means artistic and structural perfection. Our Display Containers contributed effectively to present-day systems of merchandising because they have these qualities.

Our Department of Design takes care of the aesthetic, also the practical features of the Display container. The artist adjusts his sketch to the merchandise to be exhibited, and the structure is built to get the best display. Artist and architect work side by side, and our multi-color printing presses and lithographing machines reproduce their efforts sensitively.



*Twelve Hundred Tons Per Day*

# GAIR Packagery

## *Practical Packagery*

**G**AIR Cartons are articles of precision. Their accurate glue seams, well-made tucks and yielding creases are key factors to a bigger, quicker output on your automatic filling machines. Behind the manufacture of Gair Cartons is a sympathetic understanding of the production Manager's problems and a thorough knowledge of all packaging and sealing processes. The automatic filling machine is on friendliest terms with Gair Cartons.

Gair Box Board lends itself gracefully to Multi-Color Printing and Lithography, but color and design do not complete the perfection of the Carton. Automatic packing requires Box Board of character, such as endows the Carton with a smooth, snappy, pliant quality that facilitates the operation. The six large Gair Box Board Mills are linked from New York to Chicago. They control the quality of twelve hundred tons of Box Board per day, setting up permanent standards, colors and finishes, thereby minimizing the ever-present danger of variation—the enemy of Printing and Lithography, as well as easy automatic packaging.



## ROBERT GAIR COMPANY

GRAYBAR BLDG., 420 LEXINGTON AVE., NEW YORK CITY

BOX BOARD MILLS

NEW LONDON, CONN. TONAWANDA, N. Y. PIERMONT, N. Y. HAVERHILL, MASS. CHICAGO, ILL. QUINCY, ILL.









# The Packaging of Cigarettes

A Symposium of Practices Covering Types of Containers, Protective Papers, Labels and Cover Designs, Equipment Used and Merchandising Methods

**I**NTERNAL Revenue figures indicate that the country has the cigarette habit in earnest. In the calendar year 1927 the Treasury received nearly \$300,000,000 in cigarette taxes, a gain of some \$23,000,000 over the previous year. The importance of the cigarette habit to the Treasury is thus manifest. As to the part which the package plays there are no concrete figures to show what proportion of production costs can be attributed to it. But we do know that the package is no mean factor in the distribution of cigarettes—witness the prominence of the package in the various forms of advertising and display used by cigarette manufacturers.

Certain principles or practices have become more or less standard in the operation of packaging cigarettes, and it is believed that a general summary of this work will be helpful not only to those who are engaged in the manufacture and distribution of cigarettes but to others who may have packaging problems that are not dissimilar to those which have been successfully met in this industry. This article does not attempt to deal with specific installations; rather it is a symposium of practices as offered by leading manufacturers who are supplying the cigarette makers with equipment and materials and covers in a general way the following points: Types of packages, protective papers, labels and cover designs, methods (machinery) used in packaging, and merchandising methods.

Of the two general types of cigarette packages used, namely those which make use of paper boxes and pouches

or cups, the latter is less expensive from the standpoint of manufacture. In most cases the boxes are furnished direct by the makers and are filled automatically or by hand, whereas the entire work of placing or wrapping the cigarettes in pouches or cup is an automatic operation. Typical specifications, as used by a number of cigarette manufacturers, for boxes or cartons containing 10 packages each are as follows:

package all creased and glued at the other end. The Brightwood blanks are shipped from the carton manufacturer flat, and after their receipt at the cigarette factory are set up on Brightwood machines.

**I**MPROVED protection of the cigarette seems to be the latest phase of modern packaging that has particularly interested the large cigarette manu-

facturers. Here is an industry where there is great competition. It is natural that as each manufacturer puts the best quality possible into his product he should protect it properly so as to preserve that quality while the packages wait on the dealers' shelves. The foil wrapped cigarette package with the printed wrapper outside is now practically standard, that is for the largest selling cigarettes. This is the first step in the protection of the package. It has the advantage of being easy to handle, simple to open, it can be carried around in the pocket and it displays prominently the name of the brand and the manufacturer.

Tests and experience have shown beyond doubt that nothing can take the place of the flexible, compact, air-tight, sealed foil cigarette package. The use of foil costs the cigarette manufacturers several mil-

lion dollars per year more than paper would, but this sum is insignificant as compared to the loss which would ensue from any deterioration in the quality of the cigarette resulting from the substitution of a cheaper, unsatisfactory substitute for foil in the wrapping of the product.



Window display that utilizes grouping of packages

Size, 2 15/16 in. x 11 1/8 in. x 1 29/32 in.; style, 2-piece full telescope Brightwood; stock, .020 white patent coated news; printing, bottoms and covers printed in one, two or three colors. Another type is made from a roll of stock at one end of the box making machine which delivers a finished

The type of foil used on all of the popular, best-selling brands is a composition foil (lead and tin alloy) mounted on bond paper by narrow glue lines running along each edge of the foil. This foil is manufactured in spools or bobbins, the usual width being  $4\frac{1}{4}$  in. and the spools weighing 10 to 20 lbs. each. The foil itself must be heavy enough to be free from any pinholes and perforations and to withstand wrapping and handling, yet sufficiently light to yield the maximum area of covering surface per pound.

convenient unit for retail handling. These boxes or cartons are wrapped in waxed paper or glassine. The latter is used with or without separate seals on the ends of the cartons, thus keeping out the dust and dirt, whereas when the former is used a heat seal is applied.

A new idea in protection is the adoption of a foil wrapped unit of 5 cigarette packages. This foil is lined with a special paper and is applied by machine. In this case, the individual packages arrive at the machine in a

Packaging with this material is at present being done by hand, as in some cases the units are for holiday distribution and do not demand year-round production.

With few exceptions, cigarette labels are now printed typographically, that is from plates instead of stone. Some companies do not make a specialty of cigarette labels although when higher grade labels are required, they are prepared to follow definite layouts and instructions for paper, position, design, etc., as specified by the customer or machinery manufacturer. There are others, too, who have specialized in the work for several years and have created and designed labels in accordance with the ideas prevailing at the time.



*Transparent overlay on inside of box protects cigarettes on display*

Manufacturing experience has established 4,000 sq. in. per pound as the standard gauge of cigarette foil and this specification is now universal among all the large cigarette manufacturers, although to afford the fullest measure of protection a heavier foil is sometimes used.

**M**ANY manufacturers, however, go further than this in their desire to improve their packages. A transparent glassine wrapper is added to the package which lends quality to the product. It strikes the buyer's eye and pleases him because he is aware, subconsciously perhaps, of the care that has been taken in the manufacture of the cigarettes to keep them fresh and clean.

The next step in the protection of cigarettes is in the wrapping of the carton. As previously mentioned, such cartons usually contain 10 packages of 20 cigarettes each and offer a

steady stream, the machine counting off the proper number and automatically wrap them in the printed foil.

Another interesting development is the substitution of a paper wrapper for the carton or cardboard container, which holds 10 or 12 packages, and applies particularly to cigarettes sold in boxes. This method of "bundling" has the advantage of being cheaper and serves just as well as the container to keep the package together.

Several manufacturers of box cigarettes make use of plain transparent Cellophane as an outside wrap and as an overlay. When used as an outside wrap, Cellophane protects the highly lithographed or otherwise expensive boxes from dust, dirt and handling, so that the container reaches the consumer in as attractive a condition as when it left the factory. When used as an overlay, this material serves as a protection and at the same time permits full display of the boxes.

**W**HILE essentially the making of cigarettes is not a packaging operation, nevertheless a brief mention of this particular work may be of interest. In operation, the cigarette paper is fed continuously from a roll, through the printing device and under the tobacco guides where tobacco is evenly delivered from the feed chute. The paper, with a layer of tobacco on it, then passes under a pressure wheel and on to the folding mechanism which performs the following operations: (1) turns up the edges of the paper partly around the tobacco by means of a flexible belt running through the folder; (2) again compresses the tobacco; (3) folds over one edge of the paper; (4) folds over the other edge of the paper after paste has been applied by a rotating disc or paster wheel. The overlapping edge of paper is ironed down and sealed by an electrically heated rotary sealer. The shape of the cigarette, round or oval, is governed by the form of the folder tube. As the cigarette rod passes along, a cutoff knife swings down and severs it to a predetermined length, the knife meanwhile moving along with the rod in order to make a clean cut. The cigarettes feed forward to a catcher and are inspected and placed in trays by a catcher girl. Machines are furnished with equipment to make one size and shape of cigarette in accordance with specified requirements; if more than one size is to be made, a

set of change parts is required for each. These change parts, comprising certain gears, folders, paper guides, etc., can be readily installed.

In considering the cigarette packer proper, three types are described. In the first of these, known as the cigarette pouch packing machine, the cigarettes are placed by a feeder into a hopper holding about 1,000, from which the cigarettes are fed automatically into the counting device. Eight pockets or forms of the same size and shape as the finished packet are mounted on a horizontal, intermittently rotating turret or table; each pocket stops beneath the counting device and a strip of wrapping material, drawn from a roll and cut off to the correct length, is fed over the pocket. The cigarettes, fed from the hopper chute row by row, are pressed down, together with the wrapper, into the pocket to commence the wrapping operation. As the table rotates, successive pockets are brought under the counting device while the filled pockets come into view of the operator who inspects the contents and inserts a ticket or coupon if desired. The movements of the table then bring each pocket successively under a compressing device in which the contents of the packages are formed to uniform size and shape before the ends of the wrappers are folded over. Beyond the compressing device, folders which make the top and end folds of the wrappers are reached. The packages are then ejected through an opening in a mouthpiece into the pouches, placed in position previously by the second operator. The completed packages fall on to the moving belt of the delivery table.

**I**N another type of packer the cigarettes are delivered from the cigarette making machine in large trays holding approximately 2,500 cigarettes. The tray is placed in the machine hopper and the cigarettes fed by gravity downward through the slots into the counting mechanism from which they are transferred into the compressor wheel which gradually compresses the cigarettes to the desired size. The pressure is then released and the cigarettes are ejected endwise against the foil which is fed from a continu-

ously running reel, passing through the rotary folders to the previously positioned label which is wrapped about the foil package. The next operation carries the package into the vertical dryer which in turn delivers the package to the inspection table.

The third type is of European manufacture and was developed by a concern that produced a line of automatic packing, wrapping and labeling machines which are in general use in match factories throughout the world. The first venture into the tobacco field was made in 1916 when the Swedish Tobacco Regie ordered a special cigarette packing machine. The first cigarette packer made by this company was a small machine suitable only for mouthpiece cigarettes in cardboard boxes, and from this the present standard 20s cigarette packer has been developed to suit the various conditions

machine; power of consumption is about one-third; less waste of tin foil, labels and tobacco; no unnecessary conveying of either cigarettes or packages.

**S**PECIAL machines, handling 85 to 90 packages per minute, have been developed for applying glassine wrappers to cigarette packages. These can be attached directly to the packer so that no rehandling is necessary. The glassine paper comes from a roll, is cut off to the proper length by the machine, wrapped about each package and firmly glued into place. A special type of fold is used by the machine which brings the laps of the paper on the narrow edge of the package, leaving the larger surfaces clear so as to show the printing to greater advantage. High speed machines, operating at the rate of 70 cartons per minute, are available for wrapping paper cartons, each con-



Counter display stands which hold packages of cigarettes

existing in the tobacco factories in this country. At the time this machine was put on the market, the cigarettes were being packed on a type that had been in use for at least twelve years. Whereas the packing machine had not been improved upon, all other machines in the tobacco field were high speed and modern in construction. Among the advantages claimed are the following: One operator on one packing and stamping machine produces as many packages as five old type machines (that is, two packers, two cup makers and one stamper with six attendants) whereby a labor saving is reached from 3 cents to 4½ cents per thousand cigarettes packed and stamped; savings in floor space is about 100 sq. ft. per

taining 10 packages, in waxed or glassine paper. A number of small tobacco concerns who wrap their individual pouches of cigarettes as well as the cartons containing 10 packages, make use of combination machines that handle both sizes. A belt intake brings the carton of 10 packages into the machine in the normal way for wrapping while an additional magazine is used for the individual packages. In bundling, as applied more generally to cigarettes sold in boxes, automatic machines operating at the rate of 40 to 45 bundles per minute, do all the work of counting and wrapping and gluing the paper wrapper, requiring the supervision of not more than two operators.

(Continued on page 40)



# EDITORIAL

## Telescope and Panorama

THE manufacturer of packaged merchandise views his product, as it were, through a telescope. He has expended time, energy and money to produce that which carries his reputation to his customers. It is a good product, honestly made and, all things being equal, should meet with enthusiasm that manifests itself in sales. To him, his package is the biggest thing on the horizon.

Cast into the regular channels of distribution and away from the home port, this same package becomes one among many, to be judged by wholesaler and retailer according to different standards. True, it bears the mark of its originator, the reputation of the house, the sales impetus of the firm's advertising. But these considerations are less magnified in importance when viewed in comparison with other packages. Its worth must be measured by its ability to sell in the face of competition for there are similar products that vie for attention. The focal length of the telescope has changed.

To Mr. or Mrs. Consumer the several packages containing, often enough, the same grades, weights and sizes of similar products appear as in a panorama view. Color, design, shape, modernity dominate in the competition for attention.

## Research in Packaging Materials

ORDINARILY the average purchaser of packaged merchandise has little occasion to give serious thought to the make-up or ingredients of the package. If the package performs its primary functions—protection, convenience and ability to contain properly the contents—it is taken for granted and little comment is made other than perhaps a comparison with similar packages of greater or less attractiveness. However, should the package fail to measure up to accepted practice, it immediately loses cast and this retrogression sooner or later causes a falling off in sales. The package becomes the weak link of the sales chain.

In the selection of materials for the construction of a package—linings, wrappings, adhesives, carton or cover stock etc.—full account must be taken of all the contributing factors that will effect the utility of the package under all conditions. A consideration of the product itself, its behavior under varying conditions of moisture and temperature, as well as other circumstances that bear a definite relation to the sales value of the package as an article of merchandise, must receive attention.

Adequate research facilities for the proper testing of such materials are beyond the average manufacturer of packaged merchandise. He is concerned first of all with the production of his merchandise which must meet certain quality standards and, therefore, not infrequently leaves the selec-

tion of his package materials to others. Such practice is not always to be commended for, as is often the case, high pressure selling causes the substitution of inferior materials, and inadequate packages result.

On the other hand, there does exist a goodly number of concerns who manufacture and sell tested packaging materials. These companies maintain, at no small expense, staffs and the necessary equipment for the study and testing of products, their own as well as others, so that it is possible to determine certain standards of materials for given sets of conditions.

For the advancement of the packaging industry it is to be hoped that such information becomes more generally known, as this cooperative effort on the part of manufacturers can result only in better packages and a better understanding of their construction by those who use them.

## Receiving What You Pay For

HOW often do we find producers of packaged goods who are concerned only with "turning out" their merchandise? No thought given to the vehicle that carries their trade mark, no consideration beyond that of providing a cover or container for their goods. They recognize that a package must be used but yet to them it is simply a necessary evil, an added expense that cannot be justified excepting as an excuse to deliver the merchandise to customers. Therefore, make it as cheaply as possible, send it on its way and trust to the outstanding quality (?) of the goods to make sales. "The public is oversold on this package idea anyway. Let's get down to fundamentals and simplicity!"

All of which might have been good theory and practice in the Victorian era. But today the buying public thinks differently—and purchases as it thinks.

Bearing in mind that money spent for advertising has a direct ratio to sales volume in most cases, one need only consider the advertising pages of leading national magazines, the outstanding window and counter displays shown in every store and other forms of sales promotion activities to appreciate that the greatest movement of packaged goods is among those that make use of outstanding containers—packages well made and carrying attractive designs.

Equipment for packaging operations can be efficient, bad or indifferent; materials can be of varying degrees of quality or of inferior grade and designs can range from things of beauty to mediocrity or the ridiculous, and the package remains a package, structurally. But the performance of the package—its effectiveness as a medium of convenience and sales—must be measured in terms of its service and appeal to the customer's purchasing judgment.

Packaging operations and the art of package design are no longer matters of guess work. They can be almost accurately measured in terms of cause and effect, invest-



ment and income. Improved package equipment obtains better and increased output of packages, tested and more carefully selected materials may cost more but manifest themselves in added appearance and service and the use of appropriate and harmonious designs can accomplish wonders in lifting a package out of the doldrums of indifferent sales.

### Automatic Distribution of Packages

**T**HERE is nothing particularly new in mechanical selling. It has been for years an accepted means of distribution, used to supplement personal selling as well as a convenience at points where the ordinary mediums for purchasing merchandise are impractical or illogical. Already a great many products are successfully sold through automatic retailing equipment and considerable advance has been made in the design of such machines. For the most part these products are packaged, either in the same containers in which they are regularly sold or in packages made for the purpose. That there is a trend toward a greater acceptance of this method of distribution, there can be little doubt and therein lies, it would seem, a wider opportunity for the manufacturer of packaged goods for further sales of his merchandise.

In a recent interview given the *New York Times*, Alexander Granat, vice president of the United Cigar Stores Co., stated that an analysis of sales by the various branches of that company showed that about sixty per cent of the clerk's selling is practically automatic. That is to say, customers call for specific brands of merchandise. These brands could just as well be supplied through the medium of automatic devices, and at a reduced cost.

The field for practical machine selling of packaged merchandise is, at present at least, limited to those packages that are well known through advertising or for which there is a frequent demand. Obviously there would be a hesitancy on the part of manufacturers who are making use of outstanding designs in packages to adopt this form of distribution, feeling that they would be "hiding their light under a bushel." However, it should be possible to overcome this handicap, partly at least, by designing suitable displays to accompany or form a part of the distributing devices.

We will undoubtedly hear further of this means of package distribution.

### Fair Play from Contributors

**A** CONTEMPORARY industrial publication recently called attention to a practice which is, fortunately, not a general one among contributors to the columns of such journals. In this instance, an article covering a subject of considerable interest to a number of industrial groups served by publications was submitted by the author to several publishers. Subsequently the article appeared, and in some cases in competing journals.

We believe it is generally known that publishers accept only such manuscripts as they believe to be original and exclusive, so that this instance could only result from two motives: that of a desire on the part of the author for pub-

licity for himself or his idea, or an ignorance of certain ethics that are followed by reputable publications. If, as stated by our contemporary, an article is notably good, applies to problems that are given consideration in other trade or industrial journals and is submitted to one publication for exclusive use, it will find its way as a reprint into others.

Journals which render service to a particular industry or industries must of necessity disseminate information which is common to other groups, so that it is not unusual to see a repetition of news items, trade notes and other material appearing simultaneously in various publications. This is logically a part of the service which the industrial paper must give its readers, and as such is accepted by subscribers and publishers.

A large part of the individuality and usefulness of the industrial publication lies in its ability to offer original contributions on subjects pertaining to the field it serves. An observance of the suggestion herein contained is, therefore, no more or no less than a bid for fair play.

### Packages and Shipping Cartons

**O**NE of our readers writes us: "There is no such thing in the coffee industry as standardization and simplification of the size and number of shipping cartons, but we believe it would be a worthwhile saving if there was. The canned vegetable and fruit industry have practically universally adopted a two dozen size package, and we believe that the coffee industry could benefit by their example. The entire food industry thinks of canned fruit and vegetables in terms of two dozen lots and, besides the obvious advantage of a uniform package, there is less confusion in selling, billing, etc.

"We believe that standardization should come in having a uniform quantity packed in a case rather than having a case of uniform dimensions. Because of the various kinds of packages inside the case, the size of the outside case would naturally vary to some extent, although there would be uniformity for those using the same inside unit package."

The practicability of standard sizes for packages, cartons or any type of containers depends, of course, upon a number of factors such as trade customs, manner of distribution, relative costs and so on. As stated by our correspondent, in the food industry there is a general understanding of the term "case lots" as referred to quantities or sizes, and this is also true in many of the other groups manufacturing packaged goods. Such understandings are not arrived at without cooperative and coordinated effort. The answer lies in the willingness on the part of the producers of packaged goods in these groups that are now "unstandardized" to get together with manufacturers of equipment and supplies in a mutual discussion of the problem. There always are—and always will be—certain obstacles to such discussions that seem unsurmountable, but the fact that similar problems have been solved in similar cases with at least a degree of mutual satisfaction would indicate possibilities in this direction. MODERN PACKAGING invites discussion of this subject which should hold considerable of interest for all of those concerned.

## Display Carton Important in Merchandising Products

SINCE the culmination of all advertising and sales effort is in attracting buyers to the product, it behooves the advertiser to make the product *itself* attractive. And in this the display carton plays an important part. Remembering that it is the direct con-

by raising the cover upright, the display is complete, and the dealer is immediately tempted to give it a prominent place on his counter. The carton is well made and proportioned, so that the product is displayed at its best until the last unit is sold.

The identity of a product in the dealer's store is so definite a part of any sales plan that it is difficult to understand why cartons are ever used that are obviously not helpful to the products they carry. Undesirable qualities are many. One is so blatant a design and color that it dwarfs the product itself. Sometimes a carton attempts to say too much, and thereby appears over-crowded in an effort to sell. And a very serious handicap to the product is a display carton that, in size and form, does not fit the requirements of the dealer's counters or shelves.

The display carton is always an important link in the chain of profitable merchandising—a link that deserves as much pains and experience as goes into the complete merchandising program of a complete line.

The above article appeared in a recent issue of "Talks in Ten Point", published by Rogers & Co., New York, and reprinted by permission—Editor.

### Packaging of Cigarettes

(Continued from page 37)

**M**ERCHANDISING methods, that is to say, such promotional efforts as concern the use of the cigarette package proper or its reproduction, may be briefly divided into so called "dealer helps" and general advertising. The former include window and counter displays as well as the smaller counter cards which are

termed "merchandising units" and represent the department store method of special and combination offers to prompt immediate buying. An idea used by one of the cigarette manufacturers has been to take a popular brand, adding another brand not so popular or of a size that was not selling so fast, and offer the combination at a reduced price in order to stimulate the sale of the brand and create a future demand. A number of counter stands, constructed to hold an actual tin or package of cigarettes, have been designed and are in use, as well as special displays for holiday sales. Newspaper, magazine, car card and bill board advertising make prolific use of cigarette packages in copy. As to just what part the package plays in sales, who can say—but we know that from the viewpoint of the cigarette manufacturer it is a large one.

The following is a list of manufacturers who have supplied information that has been used in the preparation of this article:

American Machine & Foundry Co.  
Arenco Machine Co., Inc.  
Battle Creek Bread Wrapping Machine Co.  
National Packaging Machinery Co.  
Package Machinery Co.  
F. B. Redington Co.  
Du Pont Cellophane Co., Inc.  
Kalamazoo Vegetable Parchment Co.  
Midland Metal Co.  
United States Foil Co.  
Warren Manufacturing Co.  
Robert Gair Co.  
Consolidated Lithographing Corp.  
American Lithographic Co., Inc.  
Einson-Freeman Co., Inc.  
Rode & Brand.



Display carton for sardines

tact with the customer, it should do a number of things well.

First, it should recall the advertising of the company, and tie up with that advertising. This can be accomplished by using the same color scheme, type of art work and atmosphere as in the advertising.

Secondly, it must present the goods pleasingly and create a distinct desire to buy. It is the warm hand-shake between seller and buyer; it must ring true and be convincing. There is great opportunity for originality in designing a display carton, to give it a pleasing personality that will capitalize every advertising advantage.

Thirdly, it should be so designed that it packs and sets up satisfactorily, without requiring a great deal of study on the part of the dealer. A simple design in two colors that makes an attractive display is illustrated. When a shipment of Normanna Sardines reaches the dealer, each display carton contains ten units, as shown. Merely



Holiday package with transparent wrap

# Packages for Tea Balls

Several Types of Containers and Caddies Developed as Result of Individual Output of Trade Marked Brands

By WILLIAM K. EMBLETON

*Pneumatic Scale Corporation, Ltd.*

THE tea ball industry, now stabilized and standardized by the invention and introduction of automatic machinery, has turned its attention to the problem of broadening the field and seeking new outlets for a larger production of tea balls that has been made possible by the automatic machine. With manufacturing processes and costs under control, it was

nance and protection of the high qualities developed and established after years of painstaking blending by experts.

To entrust these rare and cherished blendings to those who were, first of all, manufacturers whose paramount interest must obviously be the mechanical perfection of the tea ball, rather than a careful gradation of the quantity

ing of the automatic machine, nationally known tea blenders could, by installing these machines in their own plants, produce their own tea balls, with the assurance that every leaf of tea packed was up to their own particular high and rigid standard and put out at a cost lower than ordinarily possible.

Costs and qualities were now under control and many of the better known blenders sought to develop a consumer market with the individual tea drinker.

This phase of tea ball marketing is being developed in an interesting manner as evidenced by the numerous and diversified types of tea ball containers and caddies now on display with tea dealers. These show the tea ball in an attractive setting and appeal to the refined taste of the particular tea drinker. A few of these containers and caddies are shown in the illustrations.

The Gertrude H. Ford Tea Co., Inc., pack their tea balls in an attractive lacquered tin with a tight fitting cover. The tin, after the tea balls have been disposed of, can be used as a container for various purposes. They also pack a flat tin container, very rich in appearance, which when opened re-



*Display carton and individual package used for tea balls*

obvious and logical for the tea merchants to conceive and carry out more attractive and modern merchandising methods that would assure the tea ball assuming an important position with the leaders among the packaged products displayed on our merchants' shelves.

Until quite recently the market for tea balls was limited to the larger clubs, hotels and restaurants for the reason that the old process of manufacture was too costly to permit any attempt to offer them to the consuming public at an attractive price.

There were other factors which tended to confine the marketing of the tea ball to these few limited fields. For instance, nationally known blenders of tea were loathe to sanction the packing of their particular brands to others. The very existence of these nationally known brands depended on a mainte-

and quality of the tea packed, was to jeopardize tea qualities and risk reputations gained through years of hard and costly effort. With the perfect-



*All tin box wrapped in trade marked label*



sembles a box of the choicest candies. The Salada Tea Co. tea ball is packed in another all tin box over which is wrapped an attractive label bearing the familiar Salada trade mark. The Joseph Tetley Co. use both the tin for the larger quantities and a fiber container for the small quantities.

Among the more novel forms of tea ball containers are the attractive counter displays being used by the John H. Wilkin Co., and the Wm. S. Scull Co. These are but two of many which illustrate the amount of thought and care exercised in designing containers with a real and definite sales appeal. In each of these containers is packed one dozen cartons containing either ten or fifteen individual tea balls. The container serves as a shipping case and forms an attractive display, enticing to the eye and having wonderful advertising possibilities.

Another novel method of distributing the tea ball is the card used by the Austin, Nichols Co. The "Sunbeam" tea ball is packed in a Cellophane envelope, five to an envelope, which retails at ten cents. Fourteen of these envelopes are mounted on an attractive cardboard display.

These are but a few of the attractive modern display containers being used by some of the manufacturers of America's foremost tea blends. They clearly indicate the rapid progress being made by the tea ball as a means of a larger distribution of trade marked brands.

### Window Advertising, Inc.

INCORPORATION papers have been filed in Albany, N. Y. for a new company to handle window installation nationally. The name of this

display counsel, 8 West 47th St., New York City; William Ottman, vice-president of the United States Printing and Lithograph Co.; Manfred W. Ehrich, attorney, 67 Wall St. The new incorporation will be under the direction of Frederick L. Wertz, as president and general manager; William Ottman, vice-president; J. J. Burns of the Burns Display Service, Boston, Mass., assistant general manager; Miss Emma Dot Partridge, formerly executive secretary of the National Federation of Business and Professional

Womens Clubs, secretary-treasurer.

Mr. Burns will still retain an interest in the Burns New England Display Service but will devote his entire time to the new corporation. Mr. Wertz will also continue his business as display counsel.

Window Advertising, Inc., will place a flat rate upon the installation of displays throughout the country. They do not expect to engage in manufacture or production. For the first time in the history of Advertising, it will be possible for an advertising agency to make window advertising a planned part of its client's program with full assurance that they will get what they are paying for. The company is placing the entire business on a standard

agency discount basis. This discount will also be allowed to producers of window display material, on the ground that they are now occupying the position of giving advertising service on this medium.



Containers, caddies and displays used in packaging and distribution of tea balls

company will be Window Advertising, Inc., and warehouse and office space have been taken at 460 West 34th St., New York City.

Incorporators and directors of the corporation are Frederick L. Wertz,

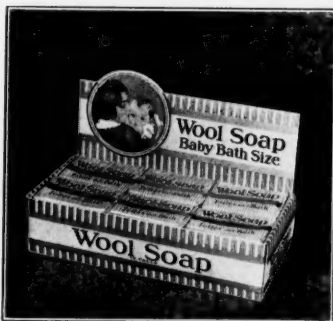
# What Is A Carton Worth?

*The True Value of Your Carton  
Is in Proportion to Its Ability  
To Sell*

A CARTON for your product may be an absolute necessity but it is fatal to buy it as though it were a necessary evil.

Because cartons are indispensable, or nearly so, to the sale of many products, some manufacturers seem to regard them as a staple that should be bought in the open market — "at a price."

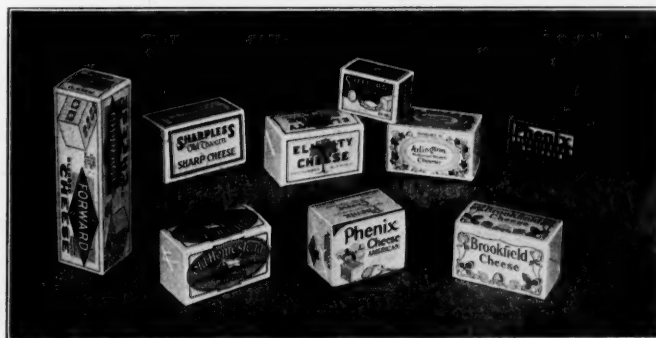
They "shop around" as they do when buying salt, sugar, or coal. They seem to think that "a carton is a carton" and it matters not who makes it, just so long as it costs a little less than the last lot.



*An old favorite in modern garb of strong feminine appeal.*

No sensible business man will attempt to discount prudent buying. It is essential to the ultimate success of every manufacturing business. But if it were true that cartons were merely containers, it would still be an easy matter to show why they should not be bought *solely* on a price basis.

Since cartons are actually not only containers but are



*Take cheese for instance. Note the tempting suggestion of these Sutherland produced packages. They really sell.*

your ambassadors to the court of His Majesty, The Ultimate Consumer, and since they must see to it that your product is favorably regarded by the royal family, it would surely seem well that your product be properly garbed, — for H. M. is growing wiser and withal fussier each succeeding year.

Clothes do not make the man, nor does the carton make the product, but with a public growing constantly more "eye minded," appearances in packages as well as in persons count for more than they ever have in the past.

As good clothing can be had only by the use of good fabrics, skillfully cut, fitted, and finished, so good cartons cannot be had "at a price" but are the result solely of high grade stock, skillful design and intelligent manufacture.

The Sutherland Paper Company in Kalamazoo, Michigan, operate their own board mill and make only the

highest grades of box board for folding carton purposes. An important stone in the foundation of their notable success is their staff of designers who through much experience have created many of the most successful carton designs in use today.

These facilities are at the service of any user of cartons who insists that his cartons must sell as well as protect.



*Nothing commonplace about these packages. Each has strong identity.*



(Advertisement)



# Manufacturing Management as Applied to Packaging—IV

Best and Cheapest Production Depends on Control of Output of Proper Quality Obtained Under Economical Conditions — Coordination of Production, Sales and Purchasing Departments Advisable for Adequate Planning of Work.

By FRANK C. CHASE

E. R. Squibb & Sons

WHILE apparently the following law is axiomatic, nevertheless it deserves attention by any packaging executive.

## LAW OF PRODUCTION CONTROL

*"The highest efficiency in production is obtained by producing the required quantity of products of the required quality at the required time by the best and cheapest method."*

This law, as stated by Alford, calls attention to the fact that there are three distinct considerations to manufacture:

One—that of quantity

Two—that of quality

Three—that of method, or better economy of method.

It is obvious that the third consideration depends somewhat upon the first two. In other words in order to produce by the best and cheapest method, it is necessary to so control production that the proper quantity may be produced under conditions which will not militate against economy of procedure. Sufficient time, for instance, should be allowed for the purchase of the proper material in order to manufacture either to stock or to order. Time should be allowed for proper planning of the work so that the packaging line may be utilized to the best advantage, and where the lines are such that a variety of products of different kinds or of different sizes is run proper planning will permit as long runs as possible, consistent with reasonable inventories, before anything more than minor adjustments have to be made on the various packaging machines.

The second consideration affecting high efficiency of production is that of quality. That is to say, once the quality has been established packaged merchandise should be followed through

process and packing in such a way that this quality is maintained and that spoilage is kept at a minimum, rejections reduced and returned goods minimized so far as their return due to defects is concerned. Poor quality in the finished product, that is to say, a quality below what has been established, affects production in that the work has to be done over again, therefore decreasing the packaging efficiency.

The third consideration, that of economy of method, requires naturally that a study shall have been made of the various methods which might be employed to produce the desired quantity of a desired quality. This may include careful investigation of present procedure, a study of methods employed by other concerns, not necessarily in competitive lines but where similar work is being done, a study of the most modern machinery and labor saving devices, consideration of whether or not the most simple procedure is being followed, or whether it may not be possible that there may be something about the package that does not add to its sales appeal materially but yet does contribute toward the cost of the package.

As pointed out by Kimball in discussing the co-ordinating mechanism of control, there exists in some enterprises the difficult problem of controlling production so that the required product shall be produced in the best and cheapest method. It is well, therefore, that the packaging executive bear in mind this statement by Kimball in investigating the three considerations leading to the highest efficiency in the production of packaged merchandise.

Following the Law of Production Control we have the following:

## LAW OF PLANNING OR LAW OF MENTAL LABOR OF PRODUCTION

*"The mental labor of production is reduced to a minimum by planning before work is started, what work shall be done, how the work shall be done, where the work shall be done and when the work shall be done."*

The law infers that it is preferable to perform the mental labor of production in a department separate from the producing department. That is to say, the producing department shall not be burdened with the necessity of planning how much should be turned out or what should be done or how the work should be done or when the work should be done. The responsibility for doing the work in accordance with the plans made naturally rests with the producing department, and in most cases it involves ability and good supervision to an extent that warrants the complete attention of those in the producing department, to the turning out of useful work.

In the packaging industry we could conceive that this law might be interpreted as follows:

The number of packages required and the time at which they should be ready for merchandising should be worked out in a planning or a production department sufficiently in contact with sales or the sales department so that the planning could be done with reference to minimum inventories yet sufficient to make it unlikely that back orders will be encountered. Such a department should naturally be coordinated with the purchasing department in such a way that the proper standard practice for requisitioning of purchased material can be followed. If the producing department attempts to look after this sort of work in addi-

## Window Displays That Create Sales

### [[ *The Second of a Series of Talks on Window Displays* ]]

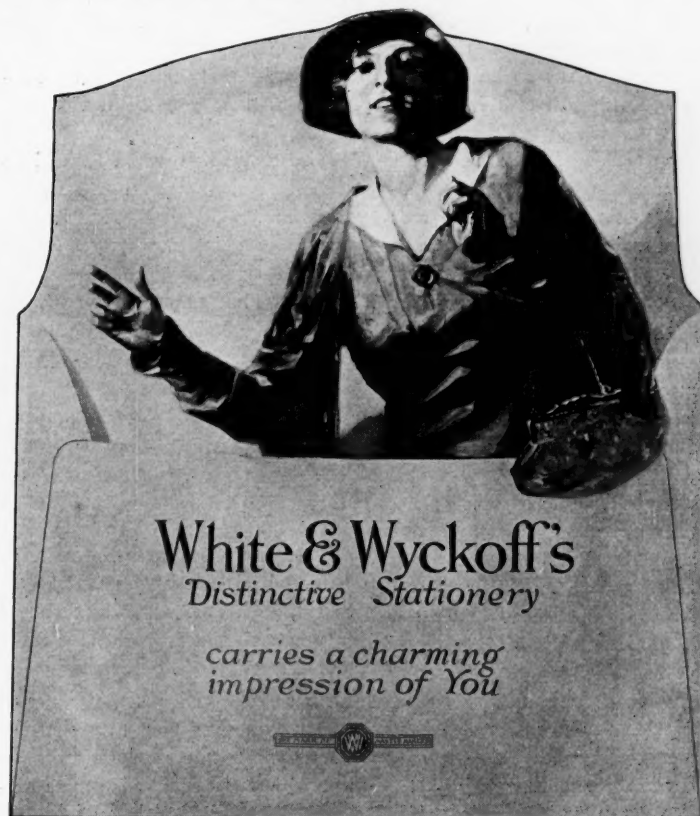
THIS article is an analysis of the display which appeared on page 39 of the March issue. The display which appears here will be taken up next month.

Window displays must do just what is indicated in the title—*create sales*—not just be a reminder of some advertising which has registered before. They must in themselves register in the public's mind and create a desire to buy. How can this best be done? Turn to page 39 of last month's issue and study the display depicted.

The first point is *Attention Value*. This point is well cared for in the giant size of the package and the abundance of feminine grace. It cannot help but catch the eye.

The second point is to *Register the Name*, or the name and appearance of the product. Here again the giant Apollo package does this admirably. The passerby cannot fail to see it and in this respect the importance of an attractive package and a well designed trade mark is obvious.

The third point is the *Appeal*. This sometimes is closely related to Attention Value. For instance both of these points may be based on Human Interest, Dramatic Effect, the sheer beauty of the surrounding atmosphere, or some such effect. The *Ap-*



*peal* in the Apollo Display is one of atmosphere.

*Sales Suggestion* is the last point. Obviously the ladies all like Apollo Chocolates, and it might be well to take her a box tonight. It puts a thought into the mind of the audience—a definite thought.

You will notice that in this display the *Attention Value*, the *Appeal* and the *Sales Suggestion* are very closely interrelated—that is, they all center around the girls. This is an important feature for simplicity is essential in a good display. The story must register at one glance, not after careful study as in many magazine advertise-

ments. The introduction of separate elements for each point would complicate the story and thus ruin the display value.

If there are any points or questions which you would like to bring up, The W. F. Powers Company would be only too glad to hear from you. An analysis of problem "B" illustrated above will appear in the May issue of MODERN PACKAGING, along with an illustration of problem "C." The W. F. Powers Company, Creative Color Lithographers, 30 Ferry St., New York City. Members of Window Display Advertising Association.

tion to its work of actually producing the package merchandise, it is generally the case that either the production suffers or the planning is not given the required thought as to how the work shall be done. So far as the mechanical devices or labor saving machinery are concerned it is preferable that this be in the hands of the engineering department, provided, of course, the latter is so organized as to carry on the proper investigations, make the proper recommendations and see, after approval by the management that they are carried out successfully and turned over to the producing department for operation on the material to be worked up into finished packaged merchandise.

As to where the work shall be done we are not confronted with this phase so much in the packaging industry due to its nature. In the case of metal working, it is necessary often to plan the work to be done for one department or another depending upon how busy the relative departments may be or as to what equipment may be available. Nevertheless, in the packaging industry it is not unlikely that in many instances a choice of packaging lines exists or even a choice of departments so far as their being able to do the work. Here again we should not leave the planning to the producing department.

It may seem that we relegate the producing department to a mere machine. However, this should not be considered for a moment. The law works out actually as follows: that the quality of the work is improved due to the fact that the supervising executive in a producing department has all his time to devote to the details of operating his department and to the proper direction of his personnel and to watching the work so carefully that his department will operate with the highest possible efficiency.

#### LAWS OF MATERIAL CONTROL

There are two laws stated by Alford which are worthy of attention due to the fact that they are related so closely to the Law of Production Control and the Law of Planning. These laws are stated as follows:

*"The highest efficiency in the utilization of materials is obtained by providing the required quantities of the re-*

*quired quality and condition at the required time and place."*

*"The highest efficiency in the storage of materials, tools and supplies is obtained by providing a definite place to store every item, keeping every item in its assigned place and keeping an adequate record thereon."*

It is not unlikely that within the experience of those engaged in a packaging enterprise there have been times when an entire line would be held up for the lack of some item of the package assembly. It might be a hold-up lasting only a few minutes until more material was obtained from stores, yet these few minutes on a line costing perhaps \$10 to \$15 an hour for labor and perhaps an equal sum for expense amounts to an appreciable loss, particularly if it occurs frequently. More serious delays occur from mistakes in perpetual inventories of raw material, through errors in ordering and through mistakes in inspection. If delays due to not having the right sort of material where and when it is wanted could be avoided, it is conceivable that one of the greatest elements contributing to low efficiency would be removed.

It is perhaps well to consider in connection with packaging that classified stores close to the producing department will tend to minimize these mistakes and to decrease delays. In fact in many modern packaging plants today each producing area is provided with space for storing material with which to work. In addition to physically minimizing delays, due to interdepartmental transfer by having the material close at hand, there is frequently a reduction in labor from the possibility of bringing material into the plant to one spot which is so close to the producing area that a second handling of any consequence is avoided.

If it is not possible to set up classified stores of items in the package assembly, it is still more important that adequate records be kept of the material in the house and the materials scheduled for delivery to the plant, and also records of such supplies as may be necessary to properly operate a packaging line.

Often a survey of a plant from the standpoint of the Law of Material Control will relieve conditions which,

upon correction, add greatly to the operating efficiency and thereby decreasing costs and increasing profits.

#### Use of "Glass Can" Packages

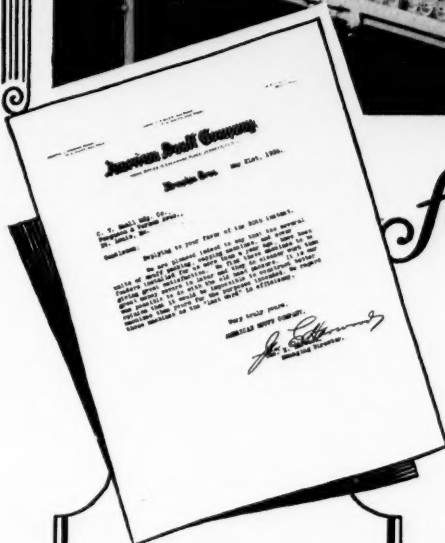
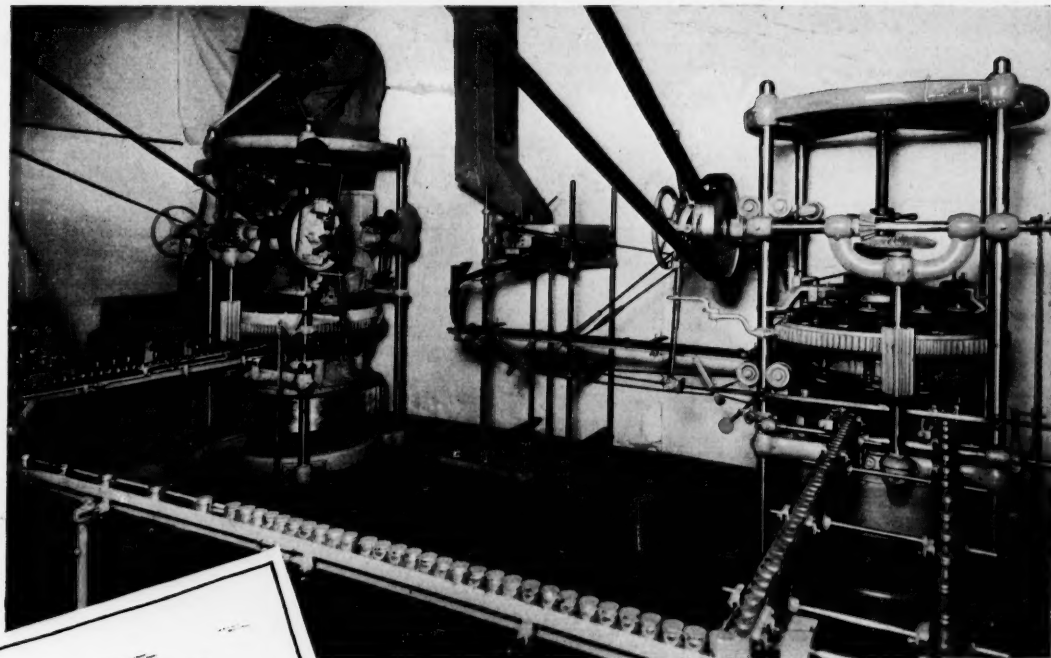
THERE are a number of food items not packed in tin now because of their acid content which attacks the metal and causes spoilage. Take for instance apple butter, crabmeats, shrimps, also black cherries and other small fruits. All of these may be safely packed by canners without fear of spoilage if they use a glass container for these articles.

In years gone by some progressive canners tried to use glass, much to their sorrow. They had excessive breakage and considerable trouble with leakers. This, however, all happened before the days of glass for canners, and the breakage trouble has been done away with owing to the rapid advances made in the manufacture of glass, due to the development of automatic glass-making machines. So today the canners speak of their glass jars as their "glass cans" and handle that portion of the pack as easily and simply as tin cans.

For processing in glass, food products that require a high cook—up to 240 degrees or more—the glass container has proved itself 100 per cent efficient. In such instances it is of course necessary to handle the glass containers somewhat differently from tin, as air must be added to the retort to counterbalance the pressure developed inside the glass, which has not the resilience and expansion of the tin can. Also, there are several efficient automatic retort-controls on the market which are a great help to the canner when handling either glass or tin.

It is an established fact that a certain percentage of the public is willing to pay a higher price for something special. For instance, one canner began to handle a glass package merely as an advertising feature. This cannery's business for a glass package has grown from year to year until it is now a matter of very large volume. All of this glass pack brings better prices than the tin pack, and furthermore the canner finds that he never has a carry-over of his "glass can" package.

\* Abstract from an article, "Glass Container for Canners Is Feasible," by B. Kaufner, *Western Canner and Packer*.



The above cut shows a typical C. T. Small automatic unit operating on snuff; 130 packages per minute packed tight and capped with weight variation less than 3/100 of an ounce. The testimonials are an unqualified endorsement. They say, "the last word in efficiency," "greatly satisfied," "impossible to construct better machinery."

Write us for references. Send us your samples and let us quote you.

*from 40 to  
200 Containers  
filled and  
closed per minute*

Each plant installation requires an intimate study of space, product, package, storage, power and all the intimate questions of the plant itself to insure the highest quality of product and package and the greatest economy of labor, space and power.

The C. T. Small Mfg. Co. points to some of the largest plants in the United States and the world as an indication of its ability to solve unusual problems.

We specialize in machinery to make, fill and close cans, cartons and bags. We build special production equipment for every need, Blenders, Supply Hoppers, Transfer Conveyors, Card Feeders, Coupon Feeders, and furnish automatic hook-ups and connections for every purpose.

We have always led in speed and accuracy, and if you have a problem in volume production our engineers will be with you all the way.

Behind the C. T. Small Mfg. Co. is an experience of 38 years in the packaging industries. This ripe experience plus the counsel of trained engineers is at your disposal. Consult them freely—no obligation.

**The C. T. Small Manufacturing Co., Inc.**

1204 Ferguson Avenue, St. Louis, Mo.



## The Turret

**BELIEVING** that every industrial publication should offer in its columns an opportunity for the expression of opinions, discussion and exchange of experiences among readers, we introduce in this issue "The Turret." Under this heading will be included such correspondence as may be received from time to time which relates to articles that have appeared in previous issues as well as other subjects that are of interest to users of packages and makers of equipment and materials utilized in packaging work. We want this column to be an open forum, devoted to honest discussion, for the furtherance of good practices in the packaging industry.

**A**BOUT four or five years ago the bottling industry awoke to the fact that it really didn't have a container. Their products had been put in a bottle, the opening sealed in a number of different ways, and there you are. Suddenly, the ordinary cork was not the right thing. It didn't seal correctly. It broke off when the consumer opened it. Perhaps a corkscrew was necessary.

Then came the advent of the screw cap. That would do away with leakage, breakage of the cork and the necessity of an implement to open the package. Immediately a number of other closures were invented and this has continued up to the present time. With all of them it is quite obvious that a liner of some sort must be used. No one single kind of liner is a cure-all.

For every different product—even among classes of products—a distinctive liner is necessary and this fact has become more and more evident within the last two or three years. Hence, we have plain cork, paraffined, glycerinated, waxed, and variously treated composition cork liners. Some of these are dense cork and some are plain coarse cork. Some are one-twelfth or one-tenth or one-ninth inch in thickness. Again, we use felt or felt and tin foil or felt and lead foil;

plain paper, heavy cardboard faced with a number of differently treated papers. There are oil treated, varnish treated and composition treated papers. A pure acid and a dilute of the same acid often require different liners. All waters do not take the same liner, neither do all food products. Often the same product in different climates should have a different liner.

It seems rather strange that the former insignificant liner has come to play such a major role in the bottling industry. It is but another field for our chemists to work in.

Lacquers used on all these different closures have but a minor part to play, if the liner is right, for the leakage of product or air lies mainly in the proper gasket formation of this liner due to the correct mechanical operation of the cap.

Therefore, it behooves some of us, if not all of us, to watch the little liner as well as the cap or closure.

It is my opinion that there must be more study given to the closure of containers and likewise to the liner used in that closure, both of which facts have been sadly neglected up to the present time.

### THE MAN WHO HEARS.

**I**'VE visited many plants many times. I've stood by machines many times. I've got under, around, and taken apart several of those machines. I've seen two machines of the same make, doing identical work—one exceedingly well, and the other very poorly. But, they were different plants, working under different managements. What different recommendations the manufacturer of that machine would get, and so would any potential user.

Two things are to blame,—the plant and the manufacturer of the machine.

Isn't it possible for the manufacturer of that machine to better educate the user; to show more interest in his name-plate, although that particular one was bought and paid for; to create a better service bureau and keep more or less in constant touch with the users?

On the other hand—why doesn't a fairly large size plant have an aide-

de-camp to the production manager, whose business it would be to see that the machinery is running correctly—to study the difficulties of each department and then make his recommendations. This aide-de-camp should periodically visit other plants, spending not a few minutes walking through a plant but stay there to gain a real knowledge of conditions, service, machines, and why things are done in that particular way. He should visit various manufacturers of machinery, paper, boxes, etc., that are used by his firm. In toto—a walking encyclopedia of real information. Oh yes, pay him well and let him save for you many times that salary. He would know beyond the shadow of a doubt what so many firms learn at great cost because somebody, well - meaning enough, "fell down".

There is no plant in existence that "tomorrow" is up-to-date. Somewhere within its confines an improvement may be made, and today's economic theory is to keep the earning dollar moving. It must always fall into the hands of a producer and so continue on. Hence, if an old or partially worn out piece of mechanism or system remains in vogue, no longer does that dollar remain a consistent producer to the extent of its full value.

AIDE-DE-CAMP.

### Packaging Figures

**A** RECENT advertisement for the House of Hobberlin Ltd., tailors, Toronto, brings out rather a new slant in selling men's clothing, writes *Marketing*. The copy is headed, "What Kind of a Package for YOU?" And the advertisement goes on to say, "Every business man knows that the package does much to sell the goods. Your clothing is just as definitely a package that sells you as it is the package that sells breakfast food or soup. What kind of package will you put yourself in—a cheap, shoddy, unsalable package that stays on the shelf—or a bright, attractive package that sells every day." The illustration shows an athletic figure "not packaged," and the copy winds up by saying that the House of Hobberlin can "package any man in Toronto within his needs and within his income."



# We may already have solved your problem for some one else —

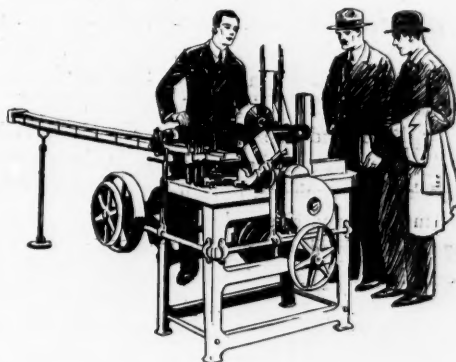


**W**HAT appears to be a new and difficult wrapping problem to you, may be no problem to us.

For example, when H. O. Wilbur & Sons brought out their new Cocoa Cubes, they were confronted with the problem of wrapping them in quantity—*economically*.

A compressed cube of cocoa powder, less than an inch square, is no easy product to wrap. H. O. Wilbur & Sons thought they would have to wait for us to design a new machine to wrap this new and entirely different product. But they were pleasantly surprised to find that, with slight alterations, we had just the machine they required—our *Bouillon Wrapping Machine*. No experimenting or designing was necessary—no time lost in getting their product to market.

When the National Biscuit Company decided to bring out a popular 5-cent package for their Sorbetto Sugar Wafers, they, too, brought their problem to us. Here again we had a machine which met their



needs perfectly—our Model II, originally designed for wrapping *Plug Tobacco*! Could **any two products be more unlike than these?**

The machine that wraps hotel-soap in one factory is wrapping razor blades in another, and slot-machine chocolate in still another.

We have solved so many different wrapping problems for such a wide variety of products, that, no matter how “different” your product may seem to be, it is quite possible that we already have a machine that can wrap it. If not, we will endeavor to design a machine that can.

*Solving problems built our business.*

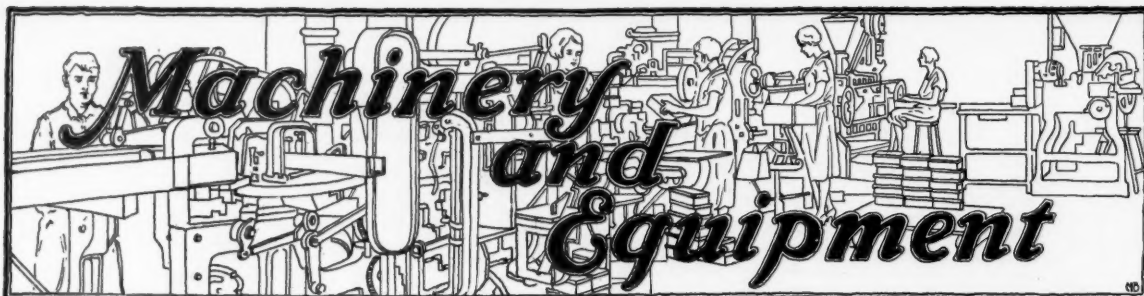
## PACKAGE MACHINERY COMPANY

SPRINGFIELD, MASSACHUSETTS

NEW YORK: 30 Church Street

CHICAGO: 111 W. Washington Street

*Let our nearest office be of service to you*



### Universal Filling Machine

**T**HE American Universal Electric filling machine, recently announced by Stokes & Smith Co., Philadelphia, is said to be adaptable to dusty, sticky and free-flowing materials.

One operator, usually a girl, feeds packages by hand and the machine automatically fills them at the rate of 15 to 30 packages per minute, depending on the material and size and style of package. Any kind, number and style of container can be used on the

The following specifications are given for the machine: Floor space, 44 in. x 25 in. x 84 in. in height; power,  $\frac{1}{2}$  hp. motor of any standard voltage is included in the price of the machine; hopper capacity, 2400 cu. in.; weight, 700 lbs.

With the addition of a gross weight scale there are really four machines in one: Gross weight scale with auger feed; volumetric filler measuring material by the volume of the package; volumetric filler measuring by turns of the auger and a packing machine to compress the material. Conveyors, automatic feeding arrangements and capping devices may be attached to the machine.

### High Speed Cartoner

**A** CARTONING machine which is said to easily maintain a speed of 100 cartons per minute without the spoilage of "time out" that cuts into production and runs up costs is manufactured by the F. B. Redington Co. This is known as the Type 12 cartoning machine and embodies all the features of other machines made by the company. Accessibility is provided, a feature especially important in clearing the occasional obstructions which occur through defective tubes as they may be cleared without stopping the machine. A safety throw-out protects the entire machine from damage which would otherwise result from serious obstruction.

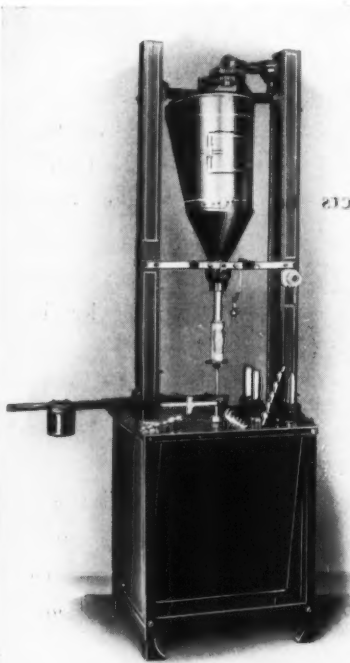
A typical operation of this machine

is as follows: Opens carton, folds printed insert, inserts tube and printed matter and closes and tucks ends of carton. The machine is driven by a  $\frac{1}{2}$  hp. motor and is adapted to a wide variety of products, such as codfish, macaroni, safety razor blades, tooth brushes, bottled extracts, candies and products in collapsible tubes.

### Cleaning Packaging Equipment

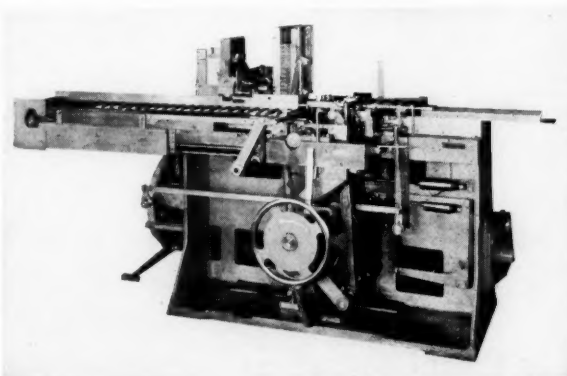
**T**HE cleanliness of floors, walls, machinery and other general equipment in the packaging department is usually quite essential to the quality of the merchandise to be packaged. A scientific cleaning powder, known as "Nukem Cleanser," has been developed for this purpose and claims several advantages for work of this kind. It is a mild detergent, non-inflammable, will not attack metal, does not foam and is free rinsing. It is shipped in powder form and is used mixed with water, either in hot or boiling solution.

Certain forms of cleaning is best done in an iron tank equipped with gas or steam. In using steam, it is better



*Universal filling machine*

same machine by using additional augers and filling tubes. The material may be filled into the package from the top or from the bottom up, with a varying amount of compression. Weights as small as 12 oz. and as large as 5 lbs. are said to be precisely measured.



*High speed cartoning machine*

to use a closed steam coil instead of an open jet so that the steam cannot condense and weaken the solution. The



## A Fair Profit ..... or a real LOSS

Profit margins today are CLOSE. And overweight losses are therefore more important than ever before. Of course they may LOOK small, these half-ounces . . . but multiplied by the number of packages in your year's production these fractional ounces may spell the difference between a fair profit and a very real loss.

ACT NOW to stop this loss of revenue. "EXACT WEIGHT" SCALES will eliminate overweight by making it VISIBLE. May we send a field engineer to prove to you, by check weights against your present equipment, that "EXACT WEIGHT" SCALES will quickly pay for themselves in your plant?

**THE EXACT WEIGHT SCALE CO.**  
(Formerly The Smith Scale Co.)

1304 W. Spring St.

Columbus, Ohio

# "EXACT WEIGHT" SCALES

Canadian Representatives, W. & T. AVERY, Ltd., Montreal—Toronto

tank should be filled about three-quarters full of water and heated to a boiling point. Nukem Cleanser is then added in proportion of 2½ oz. to every gallon of water. After the powder is allowed to dissolve, the parts to be cleaned are placed in the solution either by hand or in a wire basket, set upon end and not touching one another so that the solution can circulate. The parts are allowed to remain in the solution from 15 min. to 1 hr., depending on the nature of dirt to be removed.

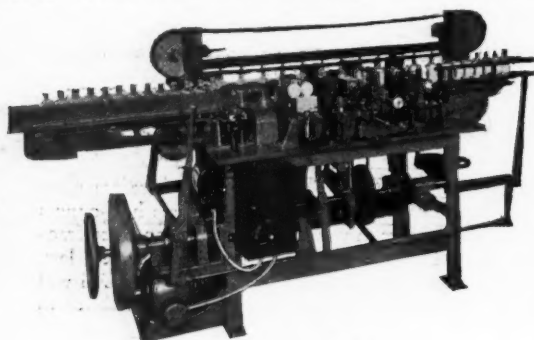
After the parts have been left in the boiling solution for a proper length of time, they are rinsed in hot water. They are then spotlessly clean. No scraping or brushing is necessary.

Nukem Cleanser is manufactured by Nukem Products Corp., 70 Niagara St., Buffalo, N. Y. and shipped in 25 lb. cans, 100 lb. and 350 lb. drums. C. A. Graham, 170 Broadway, New York City, is the distributor in the metropolitan area.

#### Automatic Spot Labeler

**M**CDONALD Engineering Corp. has moved from 416 West 33d St., New York City to larger quarters at 220 Varet St., Brooklyn, N. Y.

This company has added to their line of special machinery for bottling work and has produced a labeler that automatically finds the center spot on round bottles with raised lettering,



*New automatic spot labeler*

and places the labels exactly on the spot. This automatic straight line labeler receives the bottles on its conveyor from the filling line, turns them to the center spot under the raised trade name, and applies labels simultaneously to front and back. Its capacity is sixty bottles a minute. The first models of the "Spotter" have been

used for a year by the Lambert Pharmaceutical Co. for labeling "Listerine". A further development, for applying a label all around a bottle, will be produced soon.

#### Individual Size Machine

**A** WRAPPING machine which handles individual sizes is shown in the accompanying illustration and is manufactured by The Battle Creek Bread Wrapping Machine Co., Battle Creek, Mich. This machine is known as Model 3a and was originally built for the handling of scrap tobacco. It is said to be capable of speeds of 150 packages or more per minute as compared with 75 to 80 for other models made by the same company.

The machine operates through a step by step construction with the packages fed downward in the pockets. The operations of folding and sealing are made while the packages are in these pockets

as they advance through the machine, following which arms carry them out to a horizontal delivery. It is particularly designed for bag-like articles, where the use of some pockets and the correct folds, etc. will shape the bag and help to form it into a better package upon completing the

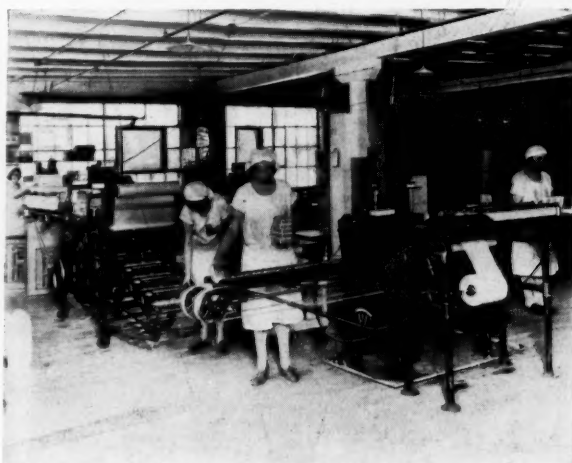
wrapping than when it was originally introduced to the machine. It is a specialized machine, and operates entirely without cams.

This company has also worked out a development of their Model 33 machine with a special type of intake for handling one pound and also one-half pound yeast cakes. The machine under

the same construction is adaptable to the handling of creamery butter, margarin, etc. with the idea that one pound, one-half pound, one-quarter pound can all be wrapped and handled on the same machine.

#### A Machine Can Do It

**I**N the early years of manufacture, practically every process was by hand labor. Gradually, machines were developed to handle the simpler opera-



*Wrapping machine for individual sizes*

tions—until today we have in every phase of quantity production, automatic machines which have replaced hand labor on even the most skillful and delicate work.

Yet it is evident that there are still many operations being done by hand labor or partially efficient machines which could be done more quickly, more satisfactorily and at far lower cost through the employment of automatic machines.

In announcing the Special Production Machines, Inc., a division of the Pneumatic Scale Corporation, Ltd., Norfolk Downs, Mass., this company has issued a 16-page booklet describing the services of that organization in meeting the needs of package users in the designing and building of special automatic machinery for quantity production. Machines and methods produced by the company and now in actual and successful operation are illustrated and described, together with the plan under which Special Production Machines, Inc. operates.



## WHAT KIND OF GLUE Does Your Packaging Require?

Ask for our circulars  
describing adhesives:

- (1) For labeling tin and glass containers.
- (2) For wrapping or sealing cartons.
- (3) For sealing corrugated or fibre shipping cases.

### THE ARABOL MFG.CO.

Largest Manufacturers in the World  
of Adhesives for All Purposes.

NEW YORK:  
110 E. 42nd St.

CHICAGO:  
(Cicero) Ill.

## Photo-Engraving

The art of creating a master plate for your package for innumerable reproductions that the buying public will become familiar with you and your product.

Leaders in Photo-Engraving and Color Process.

Federal Photo-Eng.  
Company

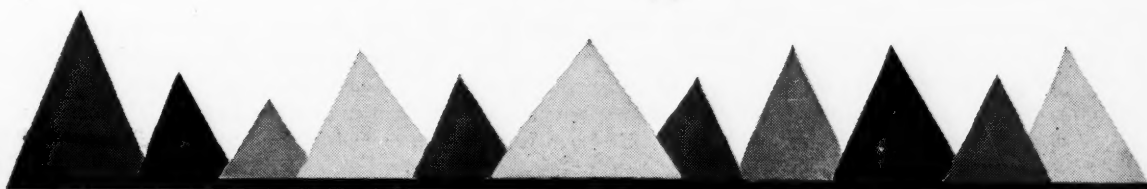
310 East 23rd St.  
New York

## The Randolph Box and Label Co.

CHICAGO



Manufacturers of  
Folding Boxes  
Display Containers  
Labels & Wrappers





### Applying Wax Paper Wraps to Cracker Cartons

**A**LTHOUGH it has been general practice among cracker manufacturers for many years to put out their specialties in cartons, they continued to sell the mainstays of their production, such as soda crackers, graham crackers and what is known as butter crackers in bulk to the dealers who in turn sold them to his trade by the pound in paper sacks. This meant shipping these crackers in large containers to the dealer where they remained on his shelf until the contents were sold, with the result that often the crackers reached the consumer in a poor condition.

In an endeavor to eliminate this condition, many of the large cracker manufacturers began the practice of putting out the lines mentioned above in cartons which would contain from one pound to two and a half pounds of these crackers. This meant that the housewife who wished to buy two pounds of graham crackers went to her local store and obtained an original package just as it left the bakery with the result that the crackers she purchased, inasmuch as the handling by the dealer had been eliminated, were in a much better condition.

At the same time the carton was exposed to moisture or attacks of insects or other causes of deterioration necessitating a quick turn over in stock on the dealer's shelves which was not always possible. After exhaustive experiments and tests it was found that if these cartons were wrapped in waxed paper and sealed by means of heat this condition was entirely eliminated as the wax paper wrap, being air and water tight, afforded absolute protection for the contents of the packages insuring their reaching the consumer in the same condition as they were when packed at the bakery.

A machine for applying automatically this wax paper wrap is manufactured by the Johnson Automatic Sealer Co., Ltd., Battle Creek, Mich. The machine is entirely automatic, requiring no operators, the packages being fed to a conveyor from the last packaging operation which takes them into the machine where they are wrapped in wax paper and hermetically sealed, emerging on a packing table ready to

be packed into the large containers. It is economical in paper consumption due to the fact that it is so designed that no paper is cut except when packages are going through the machine. The speed obtainable is from 35 to 90 packages per minute, according to the size of the package to be wrapped. The machine is said to be readily ad-

justable for different sizes within reasonable limits and is so designed that wear is reduced to an absolute minimum. It is also possible to wrap a package with a square cross section as well as one with a rectangular cross section, a feature which is claimed to be an exclusive one with this machine by the manufacturer.

## TRADE CATALOGS

**Box Papers:** Beekman Paper & Card Co., Inc., 137 Varick St., New York, have issued a sample book showing a new line of fancy decorative papers suitable for box covers. These include the following designs in different colors: Capri, Nice, Catalina, Arabic, Pilot, Rex, Bamboo, Rome, Parisian and Como.

**Container Sealers:** Boston Wire Stitcher Co., East Greenwich, R. I., describes and illustrates the new Boston bottoming sealer. Claims made for this machine are that it will form and drive from one to three hundred staples per minute, seal a carton having a total thickness of from 1/32 in. to 1/2 in. and bottom seal a carton with a depth of 38 in. Operating details are also given.

**Container Sealers:** Veri-Best Box Sealer Co., New Holstein, Wis., issue a leaflet illustrating and describing models of their shipping carton sealers which operate on a rotary principle. These require small space, are mounted on casters and are interchangeable for different sizes of containers. List of users is included.

**Cartons:** Standard Paper Co., Kalamazoo, Mich., issue an attractive mailing piece which includes a sample carton produced from "Snowbrand" board, manufactured by that company. This board is adaptable for fine color printing and elaborate designs.

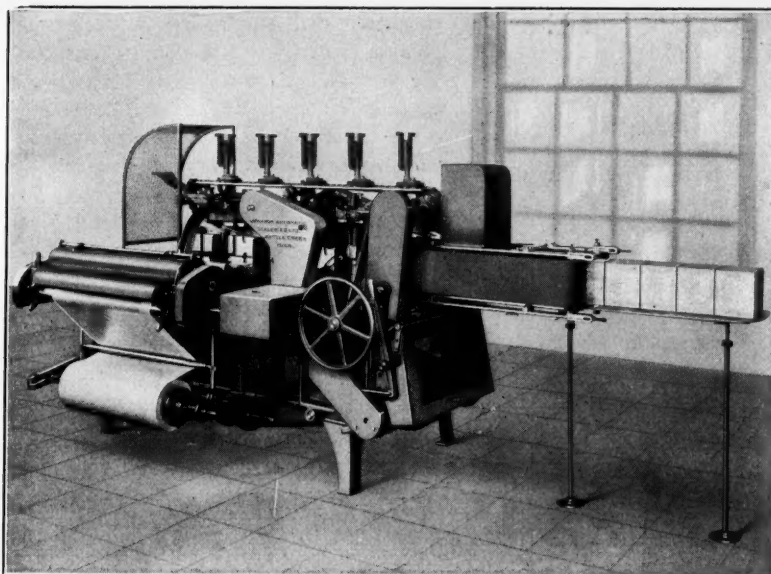
**Displays:** A hand process which uses oil paints and is said to faithfully reproduce all of the colors, shades and intricacies of merchandise, has been perfected by Birnbaum-Jackson Co.,

821 Cherry St., Philadelphia, Pa. This process is known as "Artcolor" and may be applied with effective results to window displays, counter cards, car cards and other decorative displays utilized by package users. Facsimiles are shown in the pamphlets issued by the company.

**Filling Machines:** Elgin Manufacturing Co., Elgin, Ill. issue a 40-page illustrated catalog covering 20-, 12-, 6- and single-valve automatic liquid fillers and cappers, plunger type fillers and cappers for round or square cans and glassware and conveyor tables. Supplementary folders referring to special equipment for the same purposes are also issued.

**Glass Bottles:** F. E. Reed Glass Co., Rochester, N. Y., have recently issued a six-page leaflet in which illustrations of private mold designs of bottles are shown. These are made by an automatic machine process, are uniform in height, weight and thickness and can be furnished in the following colors: flint, light green, emerald green and amber.

**Labeling Machines:** National Labeling Machine Co., Inc., 358 Fourth Ave., Long Island City, N. Y., issue an 8-page circular illustrating and giving brief specifications of National labeling machines for body labels, body and neck labels, the "Midget" and a machine for one label. The following claims are made for these machines: All working parts protected; every part accessible for oiling and cleaning; change from one style label or bottle to another can be made in a moment; round bottles as well as flasks can be



JOHNSON Automatic Wax Wrapper. This machine is standard equipment in the various plants of the Loose-Wiles Biscuit Company throughout the country.

## POINT 3 Modern Design, and Constantly Kept So!

### THE 10 POINT Line

1 Fitted to Your Plant Requirements!

2 All Parts Made in Our Own Plant

3 Modern Design, and Constantly Kept So!

4

5

6

7

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10

PROVISION is always made in the design of JOHNSON Automatic PACKAGING MACHINERY for any changes which may be occasioned by new packaging needs. Thus obsolescence is carefully guarded against and your equipment investment becomes permanently productive.

We maintain a constant research and creative engineering service that guarantees to users of JOHNSON Automatic PACKAGING MACHINERY the latest and best in packaging devices.

Meet present-day competition with present-day packaging methods. Ask a JOHNSON Sales Engineer to call and advise you. No obligation.

*General Catalog and Bulletins  
Sent On Request*

**JOHNSON AUTOMATIC SEALER CO., Ltd.**  
Battle Creek, Mich., U. S. A.

30 Church St., New York City

228 No. La Salle St., Chicago, Ill.

# JOHNSON

## AUTOMATIC PACKAGING MACHINERY

Manufacturers of  
Complete Packaging  
Units—Net Weight  
Scales; Gross  
Weight Scales;  
Bottom and Top  
Sealing and Lining  
Machines (with or  
without Automatic  
Carton Feeders);  
Wax Wrappers and  
Glassine Wrappers.

labeled on the same machine; will put all sizes and shapes of labels on any kind of bottle, jar, tumbler, tin can, etc.

**Metal Cap Liners:** Phoenix-Hermetic Co., Chicago, Ill., have issued a circular which describes the Phoenix "Tripl-Wax" liner. Samples of this product are included in the folder. The liner consists of a disc of pulp board and a disc of wax paper, these being firmly adhered with a heavy film of adhesive wax composition that forms, in effect, a one-piece liner. The pulp board is made from virgin spruce wood pulp and the waxed paper is made of specially selected stock which is waxed and rewaxed on both sides until a heavy surface of wax has been built up which effectively resists moisture and food acids.

**Net Weighers:** Edtbauer-Duplex automatic net weighers, manufactured by B. F. Gump Co., 431 South Clinton St., Chicago, Ill., are illustrated and described in an 8-page folder issued by that company. These machines weigh a continuous stream of material as it passes through. No power is required as the stream falls of its own weight and is accurately weighed and discharged into bag, carton or other container. Prices and specifications on the machines are given.

**Package Inserts:** "More Business through Package Inserts" is the title of No. 6 of the "More Business Series", issued by the S. D. Warren Co., Boston, Mass. The 32 pages of this publication are chocked full of illustrations and information that cannot fail to be of interest to the user of packages, regardless of his product. Suggestions for the various uses as applied to dealers and customers as well as effective methods of utilizing package inserts are given.

**Packaging Machinery:** A new catalog has recently been issued by the Triangle Package Machinery Co., 416 W. Huron St., Chicago, Ill. This illustrates and describes simple, dependable and inexpensive packaging equipment. Among the machines described are the Class A semi-automatic top and bottom carton sealer, with a production up to 10,000 sealed cartons per day; the

Class R portable carton sealer with a daily production of 2000 sealed cartons; the various automatic net and gross weighers of both power feed and gravity types that handle free, semi-free and non-free flowing dry materials; filling machines for small crackers, candies, etc., belt conveyors and other modern equipment for the packaging room.

**Shipping Containers:** Container Corporation of America and Mid-West Box Co., 111 West Washington St., Chicago, Ill., call attention to a double service shipping container for canners in a leaflet which describes a new box known as "Corrfibre". This box is a combination corrugated and solid fibre container which is said to join every good feature of both into a shipping package of great strength and unusual resisting qualities. It is well adapted to export service.

**Stitchers:** J. L. Morrison Co., Niagara Falls, N. Y. show illustrations in a four-page leaflet of the "Perfection" bottom and top stitchers, Nos. 3-KG and 3-MF respectively. These models are obtainable in motor or belt drive and operate with single treadle.

**Tube Filling Machinery:** Filler Machine Co., Philadelphia, Pa., illus-

trate and give brief descriptions of "Simplex" collapsible tube filling and closing machines in a 10-page circular recently issued. These include power driven tube and jar filling machine, power driven pressure type filling machine, hand power filling machine, four plunger automatic jar filler and conveyor, power closing and clipping machine and hand operated closing and crimping machine.

**Box Cover Papers:** A. S. Datz & Son, 16 South Marshall St., Philadelphia, Pa. are announcing a line of box cover papers known as "Phantasm" papers. These are hand painted with oil paint which is said to give a permanent fastness and a brilliance of color that cannot be reproduced in any other way.

*IN EACH ISSUE, under the heading of "Trade Catalogs", will be listed catalogs, trade booklets and similar publications received, together with a brief review and comments on the material contained in them. It is believed that this material, presented in this way can be conveniently filed on cards for ready reference when required. We will be glad to obtain other catalogs or information relating to equipment or supplies for readers.*



This illustration shows the booth of the Hummel & Downing Co., Milwaukee, Wis., at the National Canners' convention in Chicago during the week of January 24. The columns were built up with color reproductions of the printing display on fibre and corrugated shipping cases made regularly for the canned goods trade and were brilliantly illuminated from the inside. The idea was original and decidedly unique, and the printing of the individual labels in bright colors on transparent paper produced a spectacular, harmonious effect.

*This shows how Packer utilizes Kimpak, the perfect packing material for perfect shipments. Send for a sample to test with your packings.*



THE Packer Manufacturing Company is another of the many nationally known concerns that find Kimpak crepe wadding the perfect packing for their purposes.

Read their letter and study the photograph of their packing carefully.

Absorbency — resiliency — appearance—bulk—economy, are the features of Kimpak.

#### TEST FREE — MAIL COUPON

No need ever again to risk the slightest injury to your goods in shipping. Kimpak reduces all trouble, danger and expense. Breakage and leakage absolutely eliminated. Conforms to the postal regulations for absorbency tests in mailing liquids. White, soft, clean—Kimpak improves the appearance of any package. No muss on the floor of home or office when your package (packed in Kimpak) is opened.



THE PACKER MANUFACTURING CO., INC.

WRITTEN FROM THE FACTORY  
MYSTIC, CONN.

GENERAL OFFICES  
120 WEST 30th STREET  
NEW YORK, N. Y.

JANUARY 15, 1928.

Kimberly-Clark Company,  
451 Chambers St.,  
New York, N. Y.

Gentlemen:

We have used your KIMPAK crepe wadding for two years in wrapping samples in glass for mailing, and we are very much pleased. We find that the women who have the wrapping to do, are better pleased with it than with cotton on account of there being no lint for them to breathe, and get into their hair. It has been satisfactory in every way.

We find it much nicer to use than cotton, not so expensive, and makes neater packages. By cutting up the sheets of KIMPAK into the required sizes for the different kinds of packages before giving to the packers, we find a large saving in material is made. We make patterns of the different sizes required, so that there is just enough cut properly to do the work.

Very truly yours,

THE PACKER MFG. CO., INC.

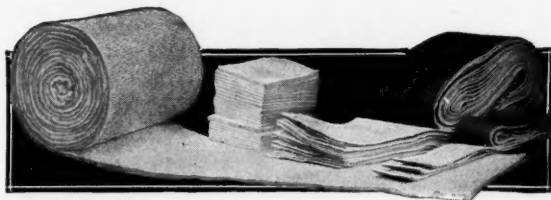
*A. W. George,*  
Vice President.

# Kimpak

REG. U.S. PAT. OFF. REG. IN CANADA

## Crepe Wadding

Kimpak is inexpensive and easy to use. It is folly to risk imperfect shipments when you can have this insurance at such small cost. SEND THE COUPON IN TODAY.



— USE COUPON FOR YOUR FREE SAMPLE —

M.P.-4

KIMBERLY-CLARK CO., Mfrs., Neenah, Wis.

Address nearest Sales Office— 208 S. LaSalle St., Chicago  
51 Chambers St., New York

We accept your offer to send sample of KIMPAK to test out under actual conditions.

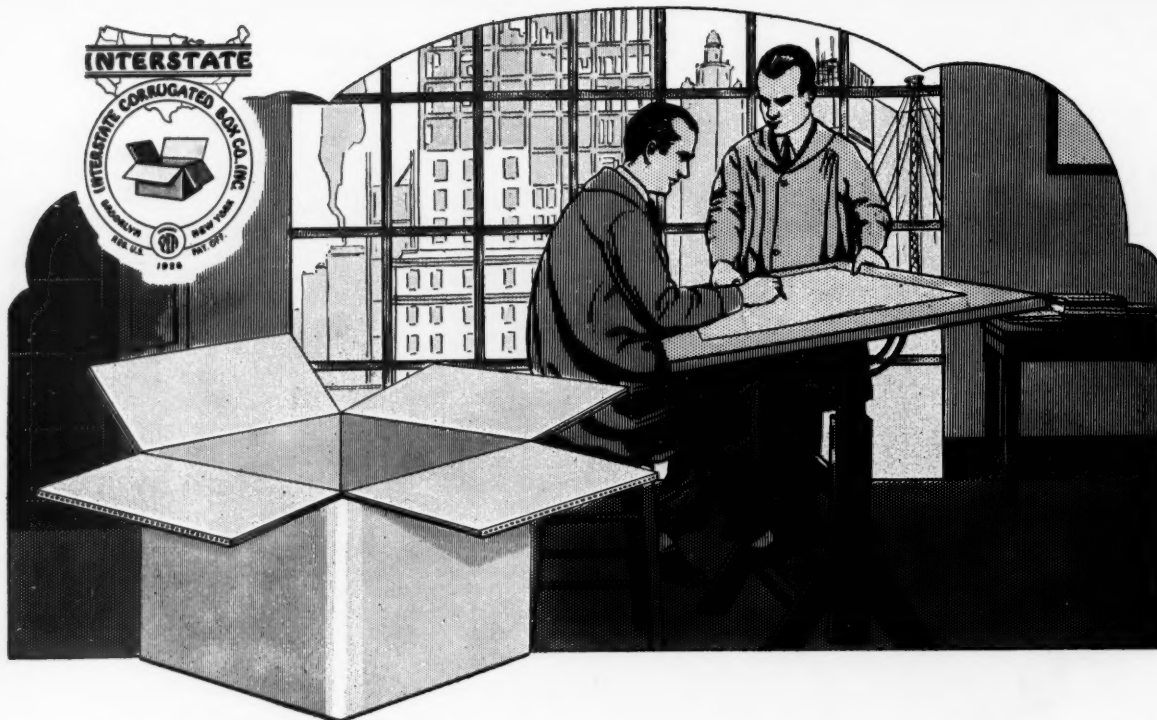
Name .....

Address .....

By .....

We are interested in ☐ Rolls ☐ Sheets ☐ Pads





## Container Engineering

A large national shipper recently sent us a sample of his product and the container he was then using. Both were subjected to study and tests. Then we designed a stronger, simpler container that fully protected his merchandise against inherent strains and rough handling in transit. The unit cost of the new container was 15% less than the old one. The immediate saving on the annual requirements of the customer was more than \$4000 — and there is a far greater saving through avoided loss and damage claims, lower transportation costs and *increased customer good will*.

This case is typical of container engineering — as offered by INTERSTATE. It is available to you without cost or obligation.

The insistent demand from shippers in all lines for INTERSTATE service and containers is reflected by a recent 66% increase in our plant. We offer the widest experience in container design, modern facilities for production, the utmost in quality and service — and the cost is no more. Why be satisfied with less?

# INTERSTATE CORRUGATED BOX COMPANY, Inc.

Branch  
BALTIMORE, MD.

FACTORY AND GENERAL OFFICES  
FRONT AND MAIN STREETS  
BROOKLYN, NEW YORK

Branch  
PHILADELPHIA, PA.

**INTERSTATE CORRUGATED — A BUY-WORD FOR SAFETY IN SHIPPING**





## Stitching Cracker Caddies for Sunshine Biscuits

Fifty percent Greater Speed, Fifty percent Greater Production, Fifty percent Less Labor, and thorough dependability account for the Leadership of BLISS STITCHERS in the Loose-Wiles Factories, bakers of Sunshine Biscuits.

There are 40 Standard Models of BLISS WIRE STITCHERS, one of which is sure to increase your Production. If not we'll build one. Consult us on all of your Sealing Problems.

### H. R. BLISS COMPANY, Inc.

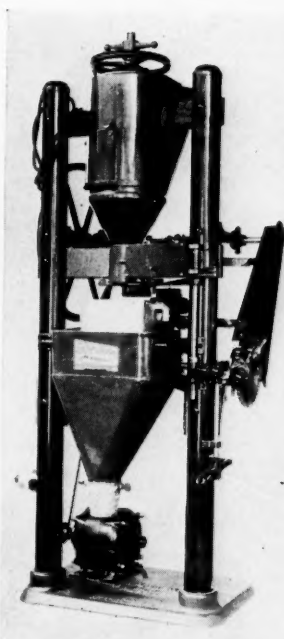
*Manufacturers of adhesive sealing and wire stitching machinery for fibre containers of every description.*

NIAGARA FALLS, N. Y.

50 Church St., NEW YORK

SAN FRANCISCO, CALIF.

Transportation Bldg., CHICAGO



Model N. P. SAMWEIGHER

## This Weigher Weighs Packages Accurately Day After Day with Unfailing Regularity

BECAUSE it is the result of many years of endeavor to do just that thing and is not the result of haphazard evolution. Each part of it is carefully designed to perform it's own function and give long life. Because of this care, it is free from the usual troubles experienced by users of automatic weighing machines.

The Model NP SAMWAYER handles Tea including Pan or Basket Fired Japans with extreme accuracy. Will weigh from  $\frac{1}{4}$  ounce to one pound of tea. It also handles coffee—bean, ground or pulverized. There are many other materials that can be weighed on this machine such as grated cheese, and many of the non-free-flowing products. We also have models for rice, cereals, or any of the free-flowing products. All machines guaranteed unconditionally for one year.

Speed up to thirty packages per minute; weights from  $\frac{1}{4}$  ounce up according to material. No oil required. There are oilless bearings throughout. Keep the oil can away from your food packaging machinery.

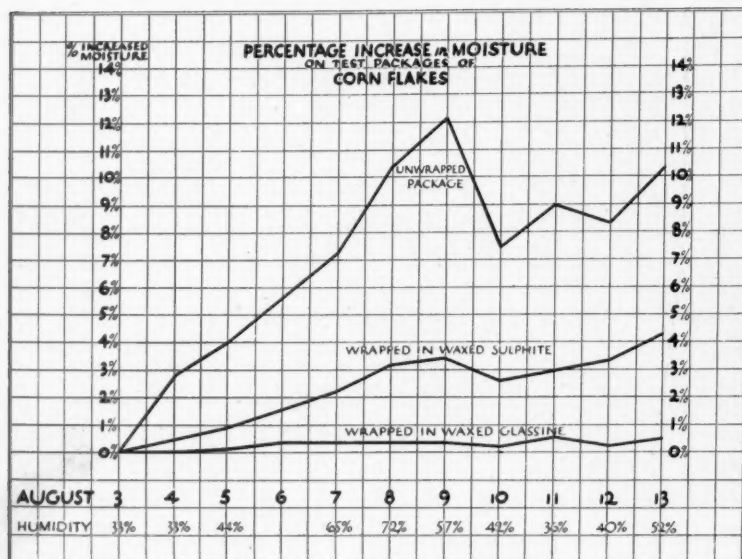
We'll be glad to tell you more about it.

## SCALE & MACHINERY, Inc.

718 GREENWICH STREET

NEW YORK, N. Y.

# Moisture-proof? - - - Look at



Test packages of

## corn flakes

Package

No. 1. Unwrapped carton.

No. 2. Wrapped in 33 lb. waxed sulphite.

No. 3. Wrapped in 29 lb. Waxed Glassine.

[Packages dried in oven 212° F. for twenty minutes. Percentage of weight changes are based on Aug. 3rd weight.]

## A Moisture-proof Wrapper

For a ten day period in our laboratory at Milford, N. J. the test illustrated by the above chart was made to determine the moisture-proof qualities of Riegel's Waxed Glassine as compared to other waxed papers.

The lines on the chart show the gradual increase in weight of the cereals as they absorbed moisture. Despite the fluctuation of the summer humidity the carton wrapped in Riegel's Waxed Glassine showed practically no increase in moisture content throughout the ten day period in which the tests were conducted.

The desirability of a Riegel's Waxed Glassine wrapper for foodstuffs or other materials that require the protection of a moisture-proof wrapper is very evident.

A wrapper of Riegel's Waxed Glassine will considerably reduce the loss from returned goods. "Fresh on the consumers table" is now far more possible than heretofore.

**RIEDEL'S WAXED GLASSINE** is moisture-proof, grease-proof, transparent and self-sealing — Four important requisites of a really efficient wrapper for perishable products that must be displayed to be sold.

at



# This Test . . . Transparent?



(Four of the products shown here were photographed with the wrapper on the carton. The printed matter has not been retouched.)

## Transparent

Another important quality of RIEGEL'S WAXED GLASSINE is the excellent transparency of the paper enabling the consumer to read the finest printing on your carton. The *selling power* of the carton itself is considerably increased.

## Greaseproof

Biscuit and Cracker Manufacturers have found this paper essential as an inner lining for their cartons. The greaseproof qualities protect the carton from fats and shortening, preserving its appearance.

## Straight Line Production

The glassine paper is manufactured, printed [if desired] and waxed so that it leaves our mill a finished product ready for use.

This means complete control over every step in the manufacture of RIEGEL'S WAXED GLASSINE, insuring unusual care and attention to every order.



Package  
Insurance

RIEDEL'S  
WAXED  
GLASSINE

Made by

THE WARREN MANUFACTURING CO.  
342 Madison Avenue, New York City  
Chicago Office: 111 W. Washington St.



# WEIGHS AUTOMATICALLY

## Gives a Printed Record of the Weight

This device, the "Weightoprint," will give you automatically a *printed* record of the weight of any part or container as it passes over the scale on a conveyor. It prints the weight on tape, stickers, boxes, labels, tickets—in single or duplicate.

## Eliminates Possibility of Errors

All possibility of errors is eliminated for the "Weightoprint" is automatic. There is no guesswork, no careless readings, no forgetting. You get your report of the weight of each part or lot in individual weights with sub-totals, and grand totals. The record is indisputable.

The "Weightoprint" comes in capacities of from three grains to one hundred tons. Can be installed on any conveying system.

### Send for Details

Write us today for particulars of this weighing device. See what a remarkable time-saver it is. Stop your weighing losses. Eliminate errors. The "Weightoprint" will do it. Get complete information now. No obligations.

**MERRICK SCALE MFG. CO.**

182 Autumn St.

Passaic, New Jersey

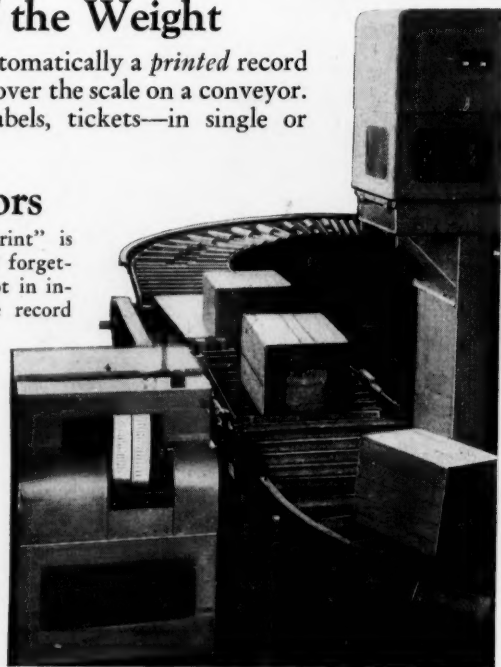


Figure 1  
Lift lid and bend  
on scores insert-  
ing lock back of  
cartons.



Figure 2  
Push up rear end of carton  
from underneath until both  
scored corners can be  
folded in under bottom  
supporting it.



Figure 3  
Carton ready  
for display.  
PATENT APPLIED FOR  
BY RICHARDSON CO.

# A DISPLAY CARTON of the ELEVATING TYPE

The display carton illustrated is a recent development of our SERVICE and DESIGNING DEPARTMENT and is receiving very favorable reception due to its distinctive advantages, which are:

1. Ease of assembly for packing — made in one piece.
2. Simplicity of elevation for display by merchant.
3. The display lid is held in a firm upright position, will not flop or sag.
4. Economical construction.

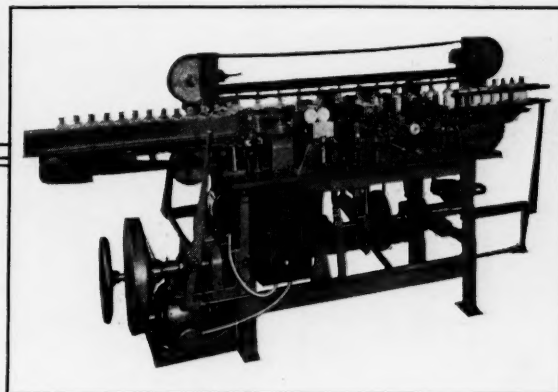
*We will gladly supply samples in your size.*

**THE RICHARDSON COMPANY**

Lockland, Cincinnati, O.

**MAKERS OF FOLDING CARTONS**

# McDonald Scores Again!



None other  
for this  
purpose

Speed and  
accuracy  
unequalled

## The McDONALD "SPOTTER"

This automatic labeler feels the raised lettering, locates the SPOT and tightly sticks the label on it.

*Let us tell you more about it and our other labelers.*

**McDONALD ENGINEERING CORPORATION**

220 Varet Street

Brooklyn, N. Y.

## Sealing and Labeling GLUES

*for  
all types of  
machine and hand work*

*Prices and Samples gladly furnished*

**The F. G. FINDLEY CO.**

*Adhesive Manufacturers*

MILWAUKEE

WISCONSIN

## FOR YOUR CONVENIENCE

### Modern Packaging

11 Park Place, New York City

Please enter my subscription to  
Modern Packaging for—

- ☐ 1 year—\$3.00      ☐ Send Bill  
☐ 2 years—\$5.00      ☐ 3 years—\$7.00  
☐ Check attached

Name ..... Position .....

Company .....

Address ..... City ..... State .....

Subscribers ordering a change of  
address are requested to notify us at  
least two weeks prior to the date of  
the issue with which it is to take effect.



It requires no particular skill to operate an "IDEAL STITCHER." By pressing the left treadle brings the arm forward, making it convenient to slip the box over. Pressing the right treadle regulates the number of staples to be driven in container.

## Speed! Accuracy! Simplicity!

*All Three Combined in One*

### "IDEAL WIRE STITCHER"

Seals shipping container bottoms at High Speed—250 to 350 Per Hour, depending upon the size.

The average operator will wire stitch this number of containers. Containers are ready to be packed as soon as they are stitched.

No time lost waiting for glue to dry.

The minimum of working parts assures continuous operations without mechanical difficulties.

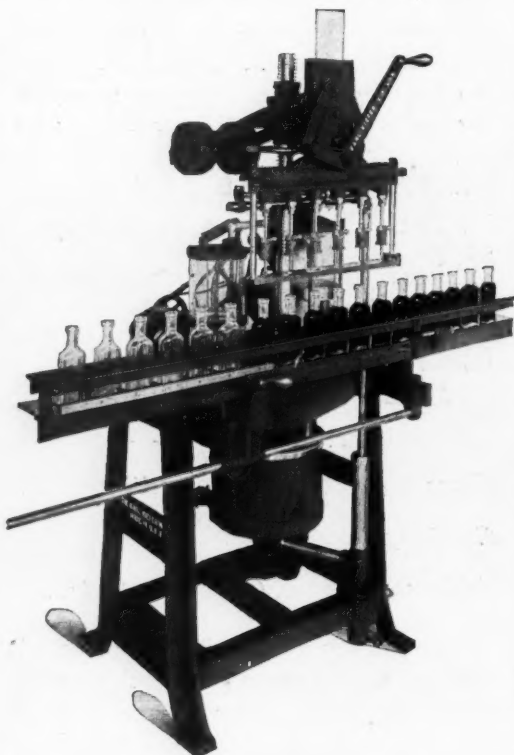
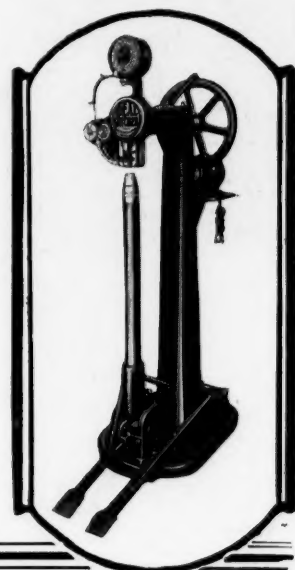
Exceptional Low Cost of Upkeep.

**[ WRITE FOR PRICES,  
TERMS, ETC., TODAY ]**

## JAMES H. JONES

628-30 Jackson Blvd.

Chicago, Ill.



## The "Cinati" Filler

*Fills light and heavy liquids of all kinds into practically any style or shape of bottle*

A simple vacuum filling machine that does perfect work. An unskilled, inexperienced girl can be taught in ten minutes to operate this machine successfully.

She can operate it all day without tiring.

Changes from one size bottle to another can be made in three minutes or less.

Changes from one product to another and cleaning of the machine done in five minutes or less.

It bottles your product without drip or spill, mess or waste.

A compact complete unit—well-made, durable.

No wooden frames or metal trays for holding panel bottles.

Not a cheap angle iron and wood combination with a lot of rubber hose.

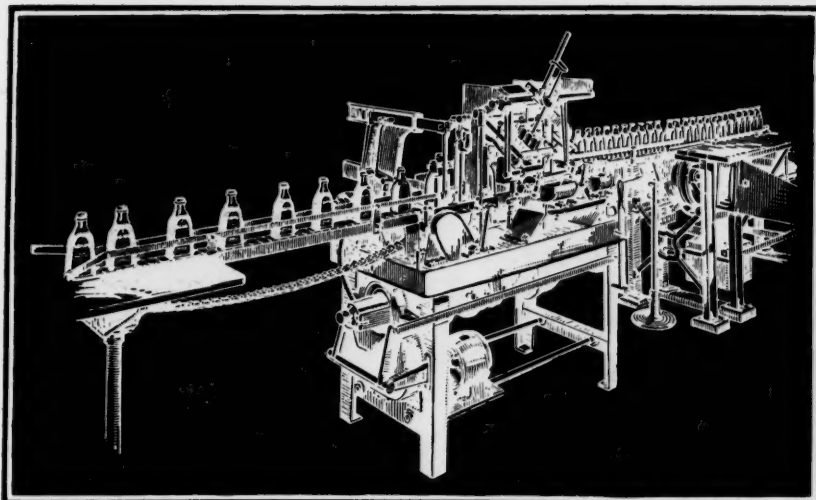
Perfect centering of bottles—no jamming or breaking of stems and bottles.

Automatic overflow return system. No glass jars to watch and empty.

Ask for descriptive pamphlet.

## The Karl Kiefer Machine Co.

Cincinnati, O.



## STRAIGHTAWAY WORLD LABELER

Gives you exceptionally neat and uniformly labeled bottles. Entirely automatic. Quickly adjustable to various sizes. Keeps pace with high speed filling machines.

Economic Machinery Company  
Worcester, Massachusetts, U. S. A.

# World Labeler

## GLUES

DRY OR LIQUID

DRY OR LIQUID

## PASTES

### LABELING

### SEALING

### WRAPPING

## WESTERN PASTE & GUM CO.

*Manufacturers of*

DEXTRINES and ADHESIVES

CHICAGO

JERSEY CITY

2710 South Throop St.

402 Claremont Ave.

## TIN FOIL



Cheese  
Butter  
Ice Cream  
Tea  
Chewing Gum  
Candy  
Cigar  
Cigarettes  
Beverages  
Friction Tape

FOR BEAUTY and UTILITY

## Midland Metal Co.

1249-1289 SO. CAMPBELL AVE.,

CHICAGO, ILL.



## WHY NOT GET YOUR LABELING ROOM IN SHAPE



SO THAT YOUR PRODUCTS  
MAY RECEIVE THE FINISH-  
ING TOUCH AS SPEEDILY,  
NEATLY AND CHEAPLY  
AS OTHERS

### *The Burt Labeler, Inspector and Caser*

Have put hundreds of labeling departments on a higher plane of efficiency than was supposed possible. This time-saving Trio will ensure your shipments going out faster and improve the outside appearance of your packages while the labor required will be two or more persons less than at present.

Investigation will pay—simply write us what size and style round packages you use and the present daily output when particulars without obligation will be submitted.

## BURT MACHINE COMPANY

New York Office  
15 Park Row

Main Office and Plant  
BALTIMORE, MD.

Chicago Office  
564 W. Randolph St.

# "U.S." Labels Cartons

Will help Sell your Products  
Let us be your package counsellors

### —≡≡≡ BRAND NAMES ≡≡≡—

It is unsafe to adopt a new brand name without first making a thorough investigation to ascertain whether the name is already in use. Consult our Trade Mark Bureau. The service is free.

## The United States Printing & Lithograph Co.

CINCINNATI  
110 Beech St.

BROOKLYN  
101 N. 3rd. St.

BALTIMORE  
28 Covington St.



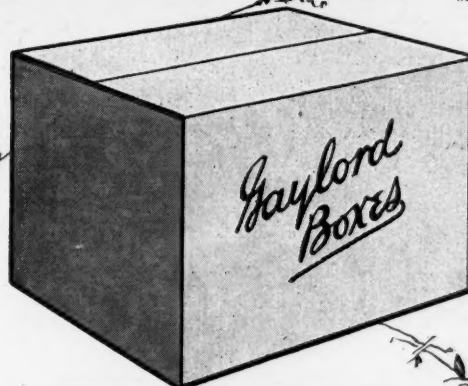
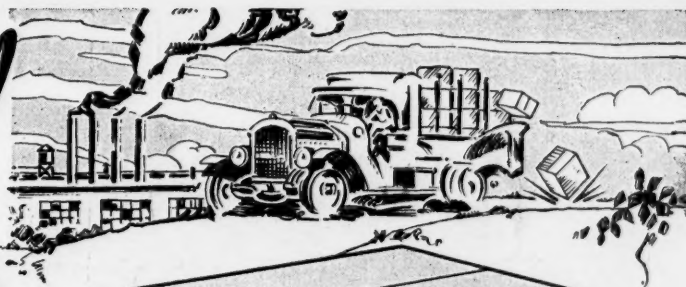
# Demand!

## Containers

that are

# STRONG

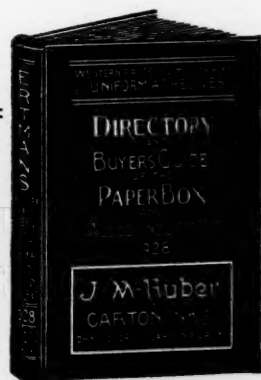
and



# R V G G E O

ROBERT GAYLORD, INC.  
GENERAL OFFICES SAINT LOUIS

1928  
Edition



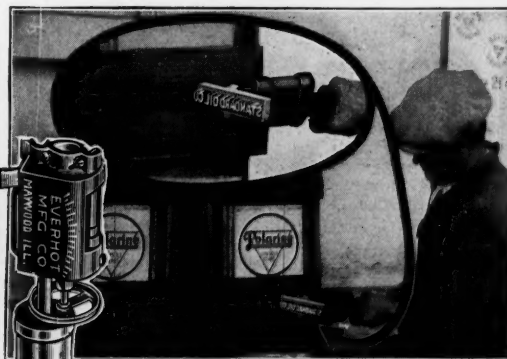
Tenth  
Annual

## NOW READY

Containing 300 pp. of dependable carefully revised lists of names of Manufacturers of Corrugated and Solid Fibre Shipping Cases, Folding and Set-up Boxes, Paper and Fibre Cans and Tubes, etc., Boxboard Mills and Distributors; also complete lists of Manufacturers and Dealers selling Machinery, Paper and all Supplies entering in the production of the above Packaging Specialties.—Bound in Cloth, Silver stamped.

Price: FIVE DOLLARS Prepaid

**RAVENSWOOD PUBLISHING CO.**  
153 Waverly Place, New York, N. Y.



## Thousands of Dollars Worth of Advertising FREE

Many manufacturers are securing thousands of dollars worth of publicity free every year by using EVERHOT Branding Outfits.

You can profit through this method, too, by branding your name, your product on every shipping case and carton.

EVERHOT outfits cost little and work fast.

Write for full information

**EVERHOT**  
*America's Brand Makers*  
**EVERHOT**  
**MANUFACTURING CO.** MAYWOOD, ILLINOIS

621 S. TENTH AVE.

**5 times as fast!**  
eliminates brushes,  
saves two thirds of  
the mucilage...



**MADE IN  
THREE SIZES**  
No. 5 STIKFAST—for labels  
up to 3"x4" .....\$15.00  
No. 9 STIKFAST—for labels  
up to 6 1/2"x6 1/2" .....\$20.00  
No. 12 STIKFAST—for jumbo-  
size labels .....\$25.00  
Each STIKFAST is made of  
brass and cast iron baked  
enamel. Will last a life time.

## STIKFAST the sanitary label paster that speeds up deliveries



**A** TURN of the handle, a single pressure of the label to your package, and the whole surface adheres evenly and securely. By ruling the underside of the label with heavy parallel lines of mucilage, STIKFAST permits the exclusive use of inexpensive, un-gummed labels. No smearing of wrappers to cause the packages to stick together. The labels never

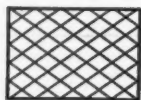
pull off, warp or blister.

*Absolutely guaranteed*, STIKFAST has proved its value through years of continuous service. Marshall Field & Company operate 700 STIKFASTS; Boston Store, Chicago, 102 STIKFASTS; Carson Pirie Scott, Chicago, 250 STIKFASTS; Lancaster Seed Company, Pennsylvania, 14 STIKFASTS; hundreds of others just as prominent also using from 1 to 100 STIKFASTS each.

With the STIKFAST an average girl can label from 1,500 to 3,000 packages a day, *easily!*

Each STIKFAST can be used for any size label from a postage stamp to its capacity. We send 1 lb. dry mucilage and 1 pt. liquid mucilage **FREE** with each STIKFAST. A pound of this dry mucilage will absorb 1 1/2 pts. of water, making half a gallon of mucilage for 15c, if bought in 80-lb. bags. Prices: 5-lb. bags—\$1.25; 10-lb. bags—\$2.30; 25-lb. bags—\$4.75; 50-lb. bags—\$8.50; 80-lb. bags—\$12.00.

Don't wait. This proposition is vital to your business progress. It will save time, labor, labels, mucilage, confusion—and you get it on free trial. **ORDER AT ONCE!**



This is the way the back of your labels look after being run through the STIKFAST. Note the lines of mucilage.

**send no money..**

**try it free/**

**mail this coupon now!**

THE A. V. ROSS COMPANY, 5033 Carthage Avenue, Norwood, Ohio.

Send me on **FREE TRIAL** one STIKFAST Label Paster and 1 lb. dry mucilage. I enclose one of our largest size labels. (WE CANNOT ACCEPT TRIAL ORDERS WITHOUT YOUR LABEL.) I will try STIKFAST 5 days and if not satisfactory will return it, without further obligation, by prepaid express.

Name.....

Address.....

City..... State.....

This trial offer only for United States on account of Customs regulations.

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Western Paste & Gum Co. ....	65
Wood, Nathan & Virkus Co. ....	Insert 14-15



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Cartons and  
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for GOOD WEAR*

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**CONSOLIDATED PAPER COMPANY**  
Monroe, Michigan

# PLANNED SELLING

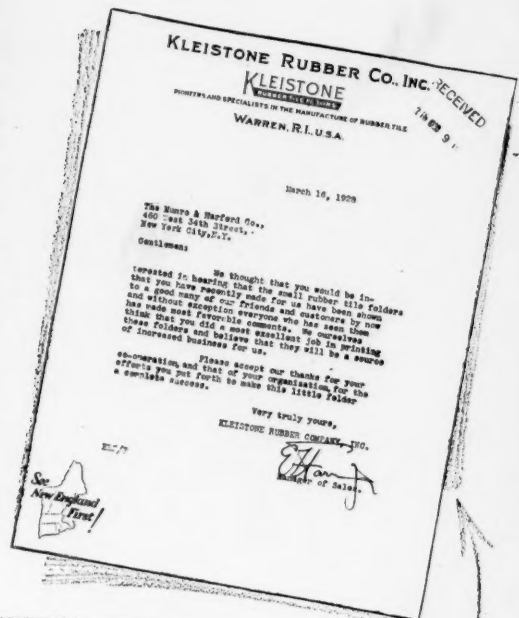


**KLEISTONE**  
RUBBER TILE FLOORS

for  
Homes, Offices, Banks,  
Churches, Hospitals

KLEISTONE RUBBER CO., INC. WARREN, RHODE ISLAND, U.S.A.

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